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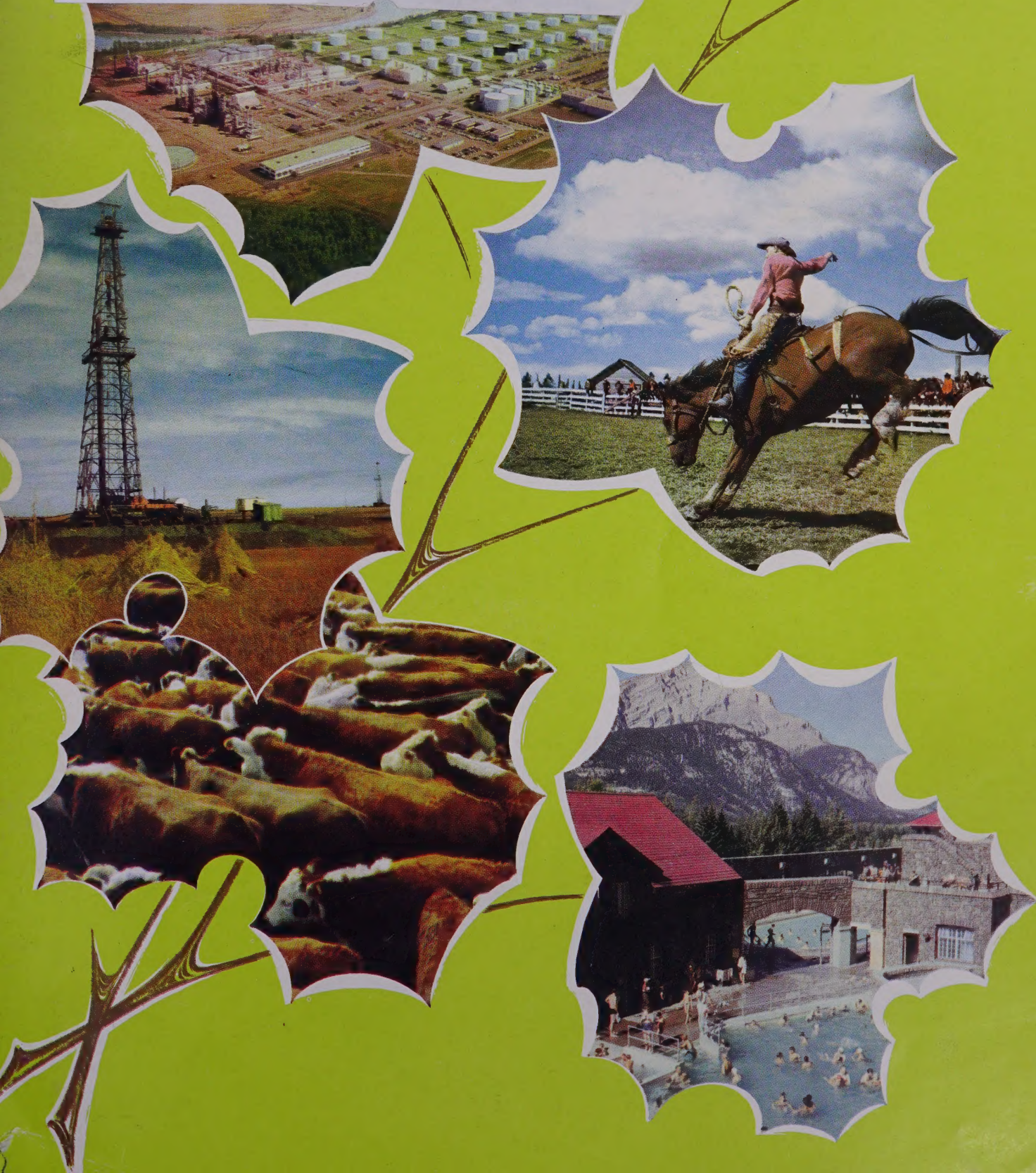
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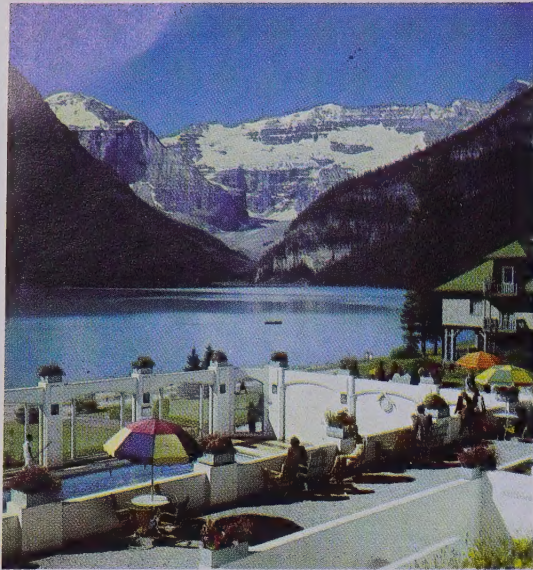


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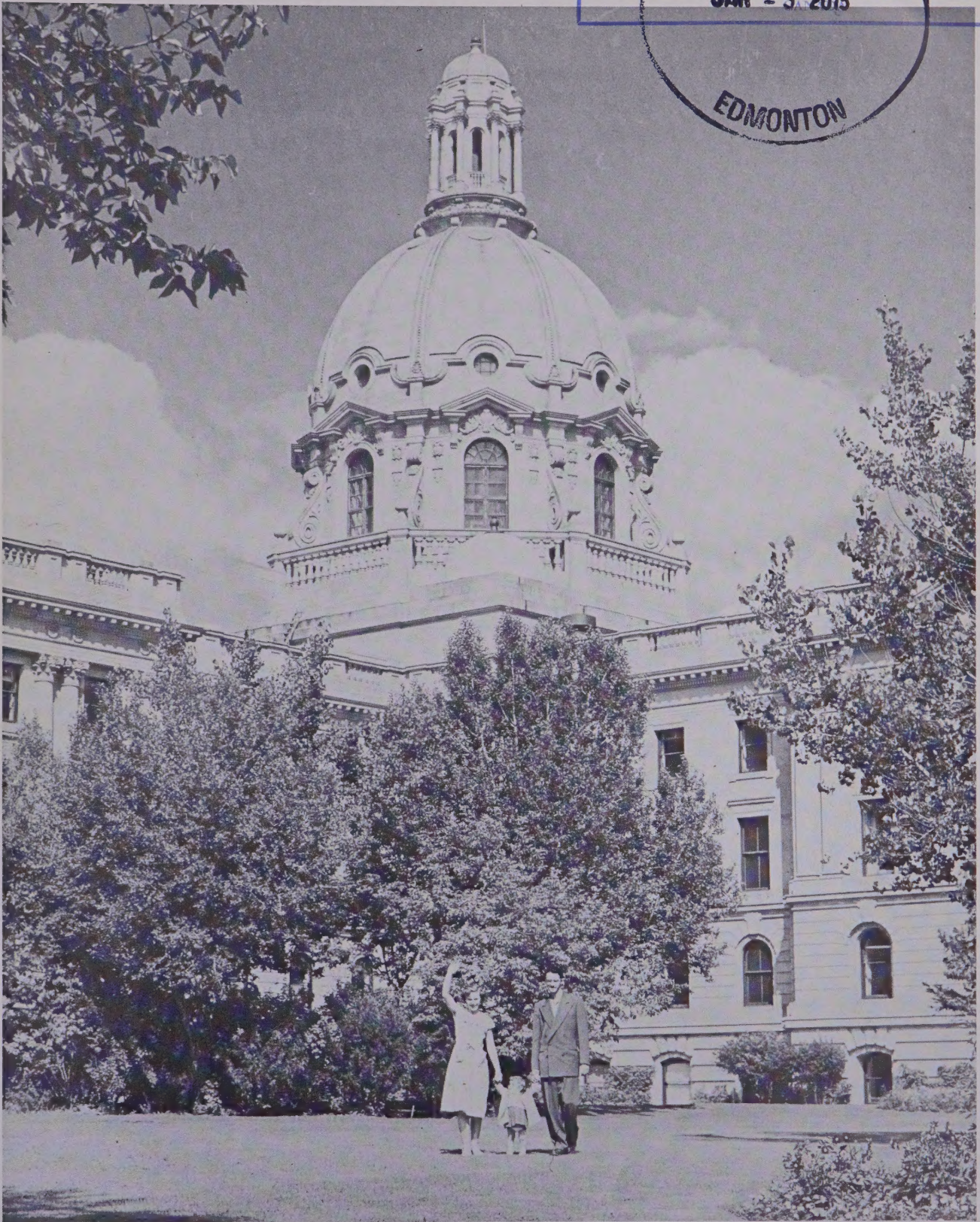
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EDMONTON



This is Alberta...

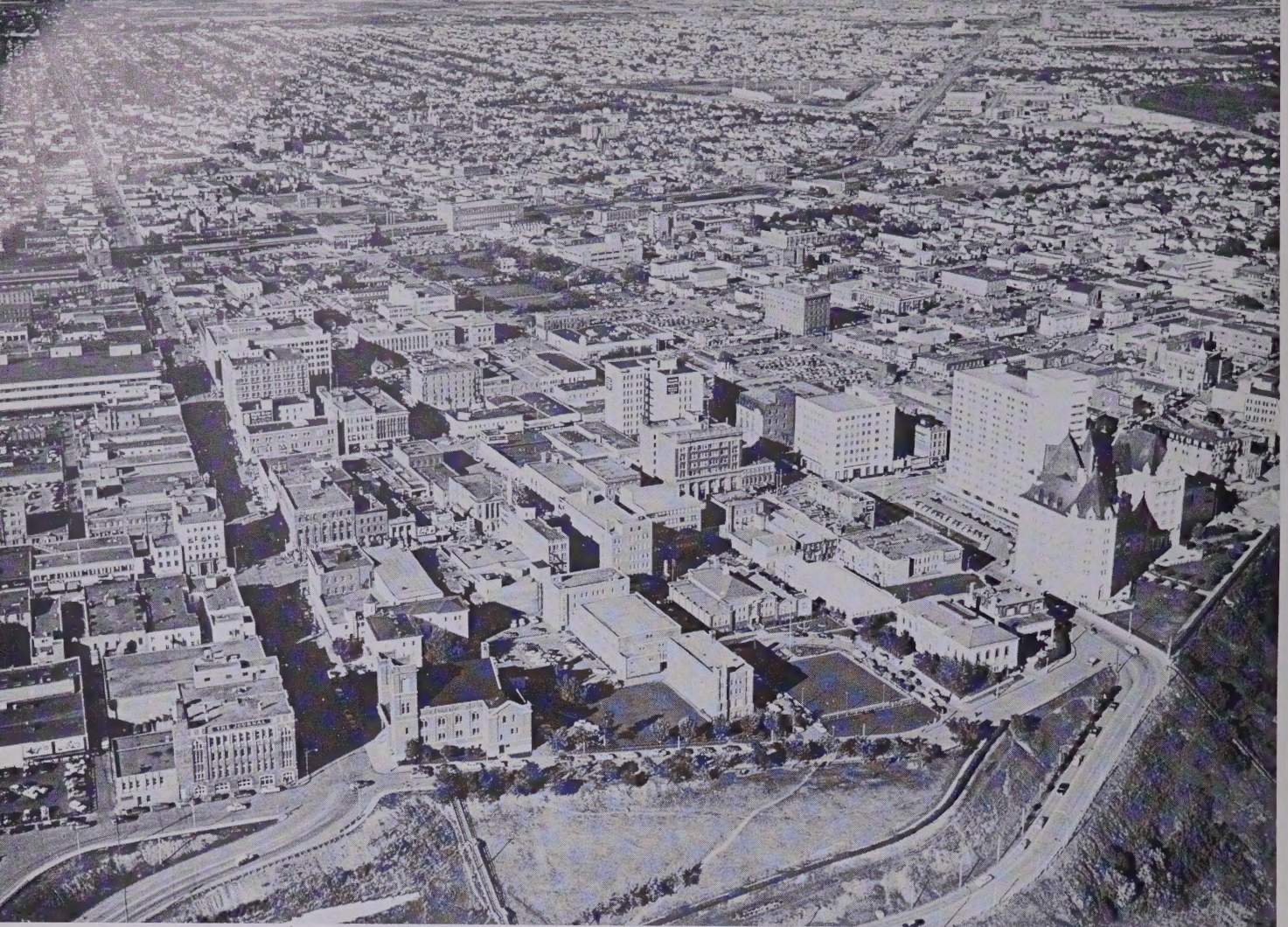


land of rolling plains



mountains and lakes





City of Edmonton

progressive cities



City of Wetaskiwin

From trading posts to modern cities in a generation . . . this is the story of the growth of Alberta, of which Edmonton is the capital city.



City of Lethbridge

City of Calgary





City of Medicine Hat

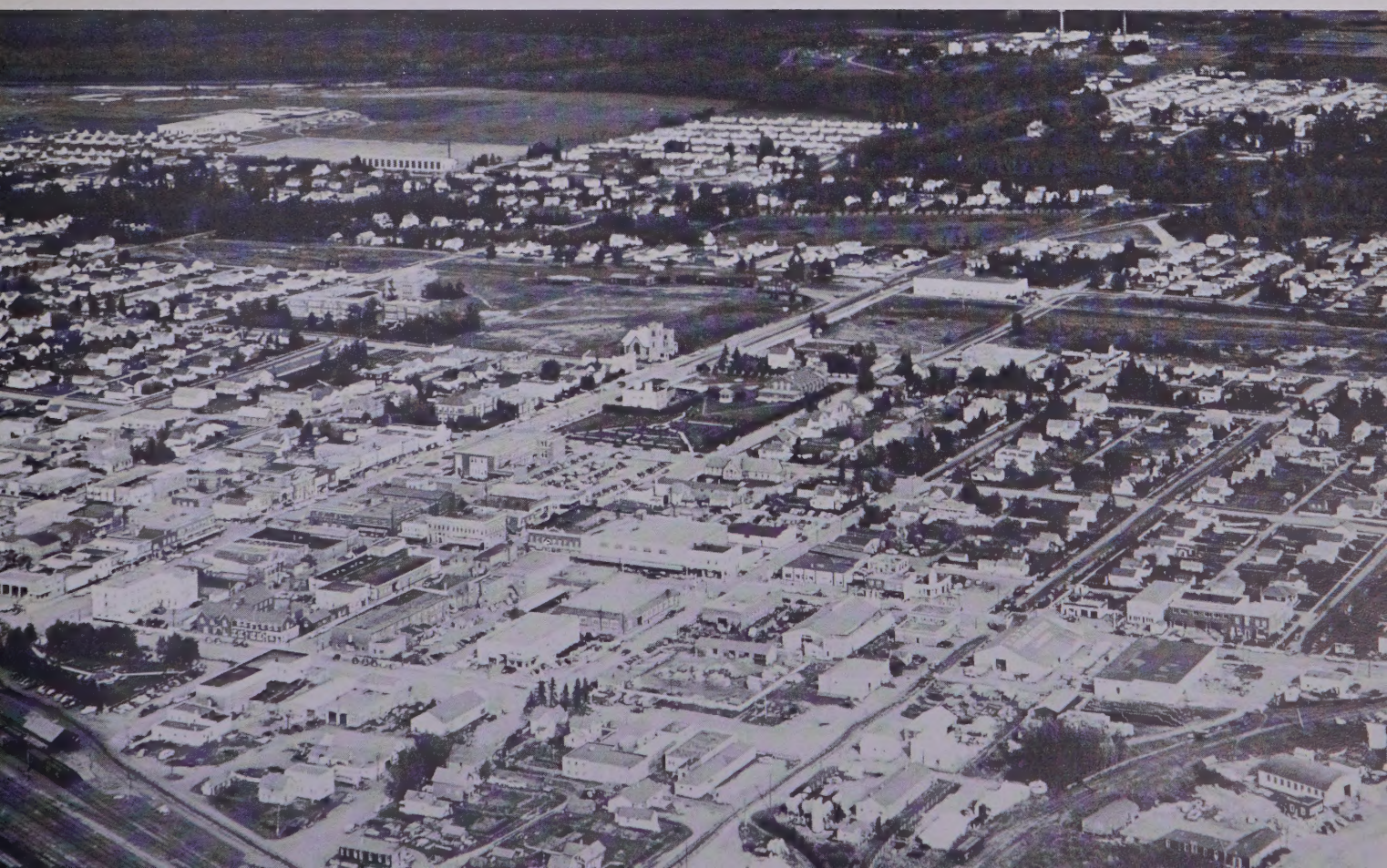


City of Camrose



City of Drumheller

City of Red Deer





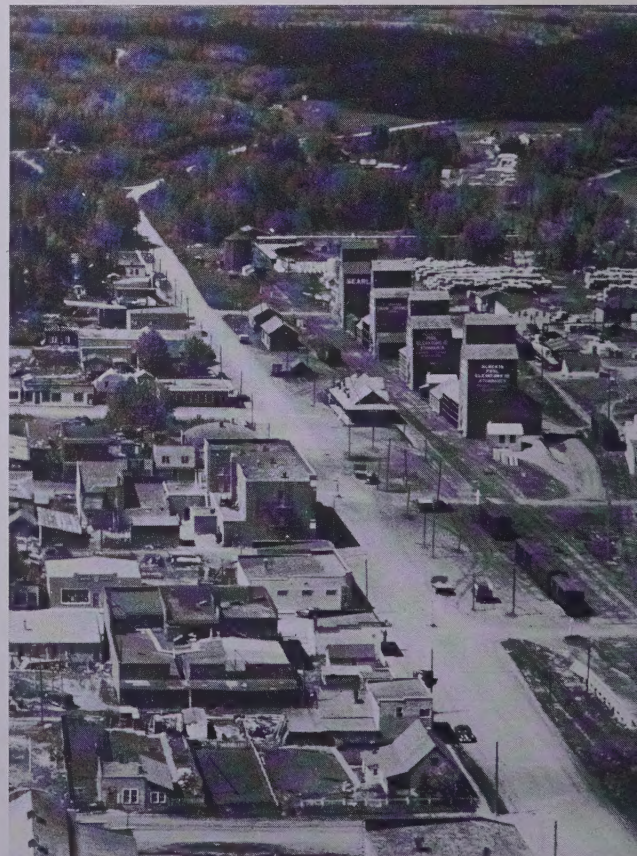
Grande Prairie

pleasant towns

Lloydminster



Athabasca



*Smaller towns offer all of the
amenities and conveniences of
modern life.*



Stettler





attractive homes





A large majority of Alberta residents own their own homes.



modern buildings



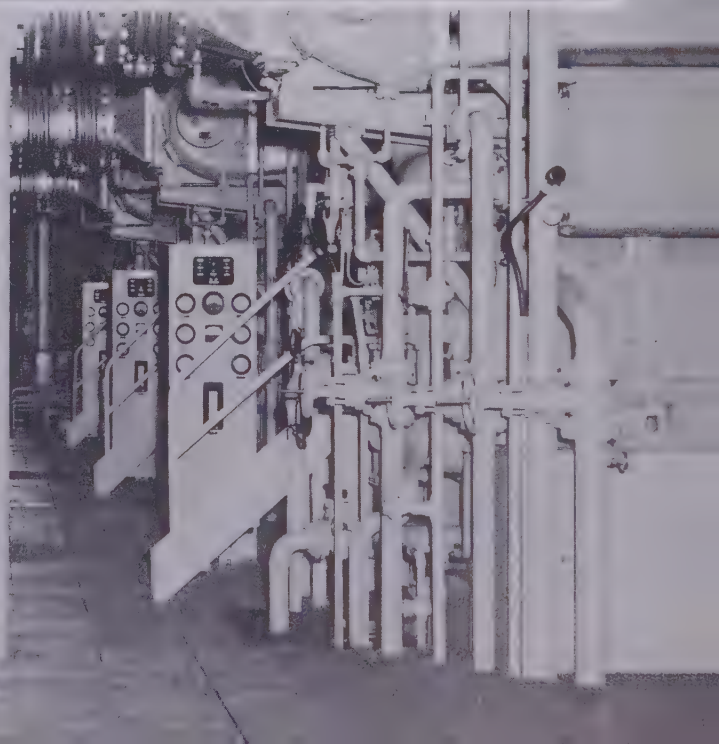
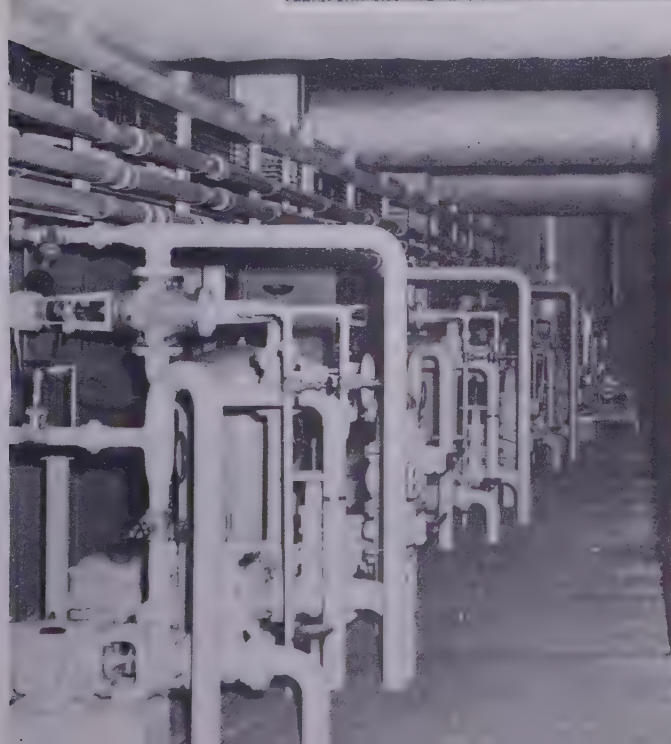
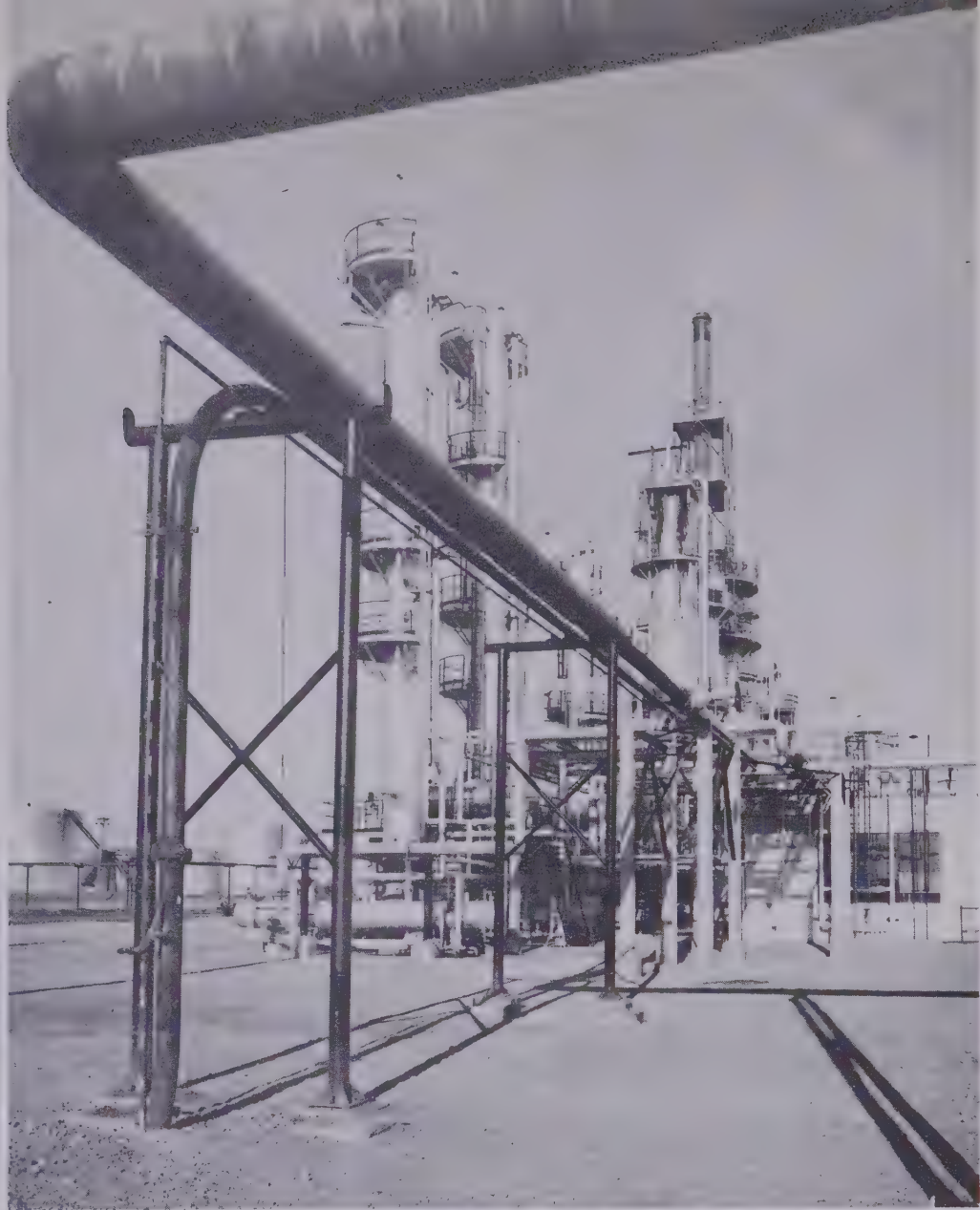
*New business and public buildings
are modern and functional in style.*





and vast industries







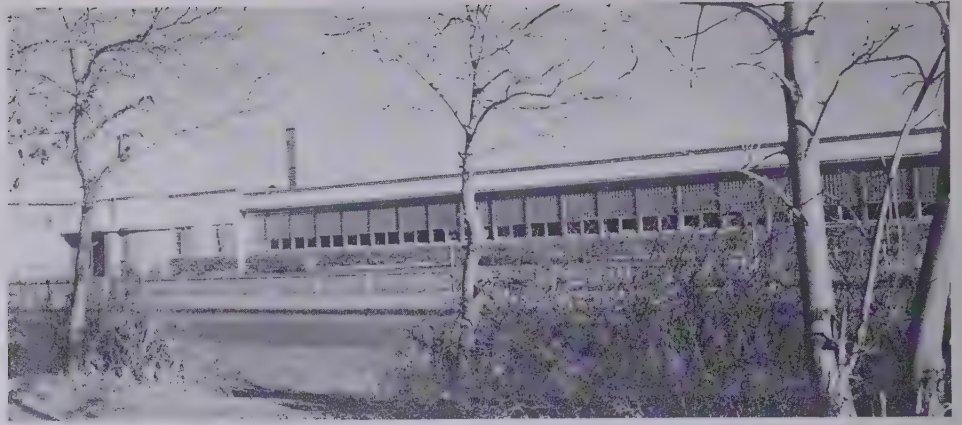
Life is good in Alberta...



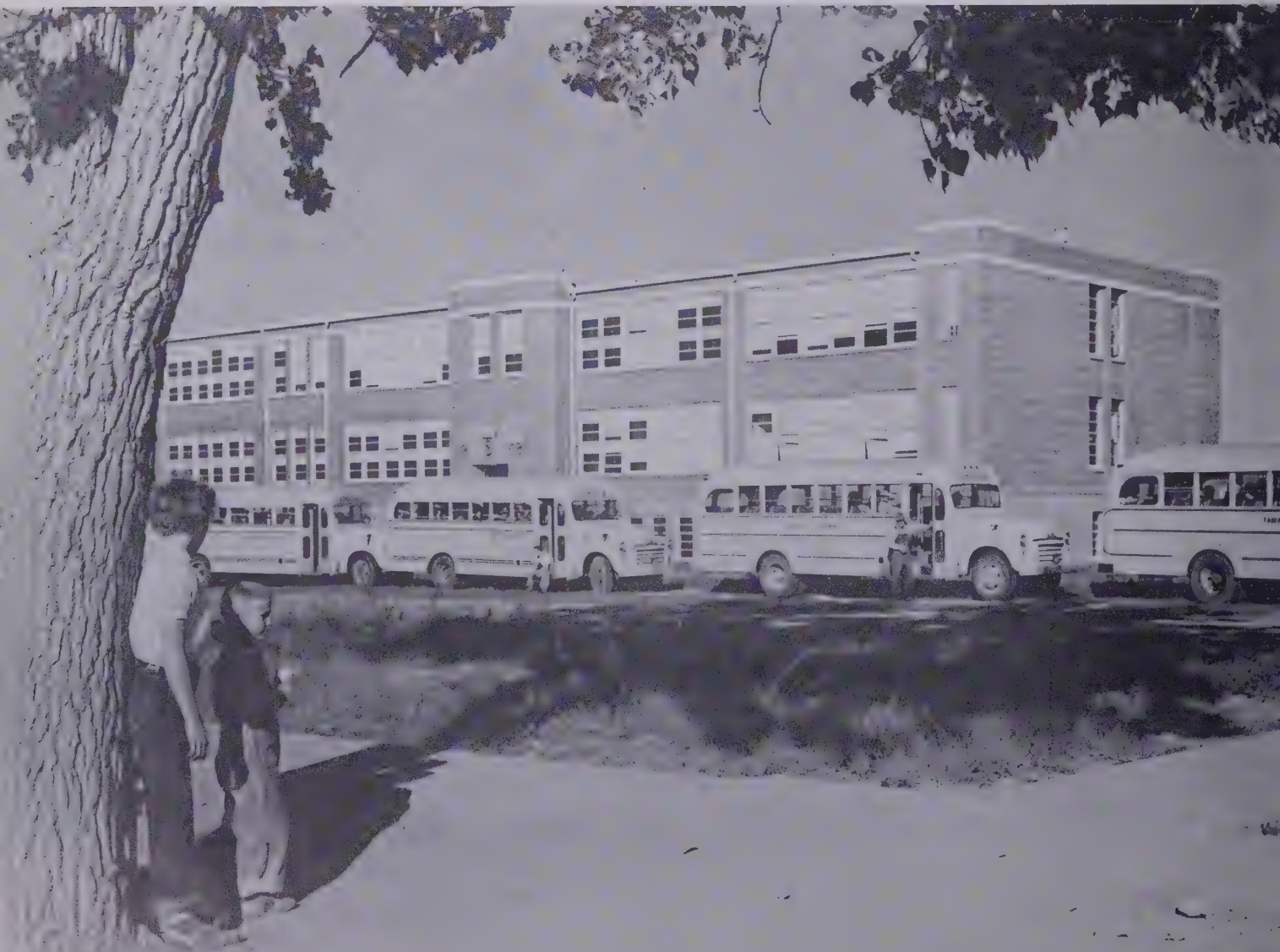
food for the mind

Excellent educational opportunities are available to all children in Alberta through free public schools in every part of the province. In every city and town, well-equipped, modern schools, expertly planned and well-staffed, provide instruction from the primary school grades through to senior matriculation.





Although there are still some small rural schools in operation, students from country points in most parts of the province attend the large, new, centrally located schools of recently formed consolidated rural school districts. These students are driven to and from school daily in school buses operated by the school districts.





The University of Alberta, in Edmonton, is one of Canada's highly respected institutions of learning. In addition to its regular educational activities on the campus proper and in the Calgary branch, the University offers adult educational opportunities to people in all parts of the province. A wide variety of subjects, ranging from philosophy and music to prospecting and business administration, is available for adult study at the famous Banff School of Fine Arts, through evening extension courses and lectures at the university, and in cities and towns throughout the province.



food for the soul



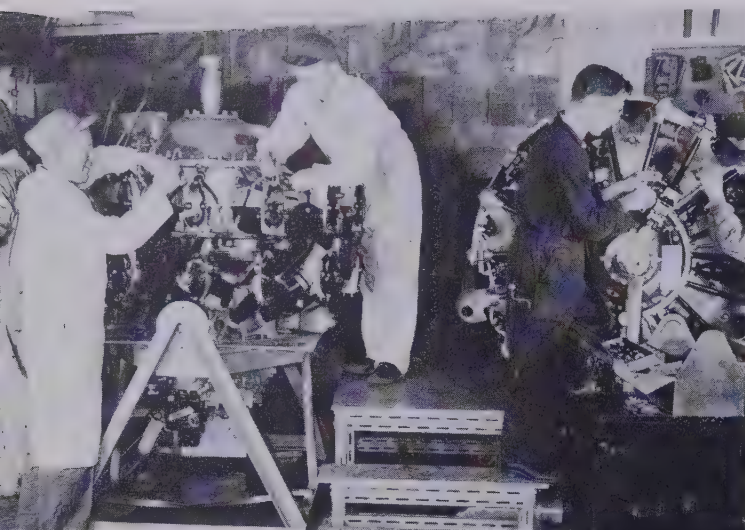
Full respect for man's freedom to worship as he wishes is attested to in Alberta by the many denominations of the Christian faith and the several other faiths represented by the people of the province. There are a number of churches in every community and people from other lands can usually find one that teaches and practises the same tenets of religion as his native church.



Much of the social life of the community revolves around the church, and most churches provide recreational facilities and social life for both the young people and the adults of the congregation.



the daily round of work and play



Alberta's expanding industry offers full-time employment to skilled workers in every field. The province is noted for its outstandingly harmonious labor relations, and rates of pay comparable to those in any part of the country provide a higher general standard of living than is possible in older and more crowded areas. Pleasant living conditions and the opportunity to acquire a fair share of the world's goods constitute the normal way of life for the average Alberta worker and his family.





Shoppers select from shelves of retail stores and super-markets a wide variety of goods from every corner of the world.

The new Canadian now living in Alberta finds that a fair measure of work is rewarded with equal opportunity to own his own home, his car and all the good things of life that may have been denied him in the more difficult economy of his homeland.

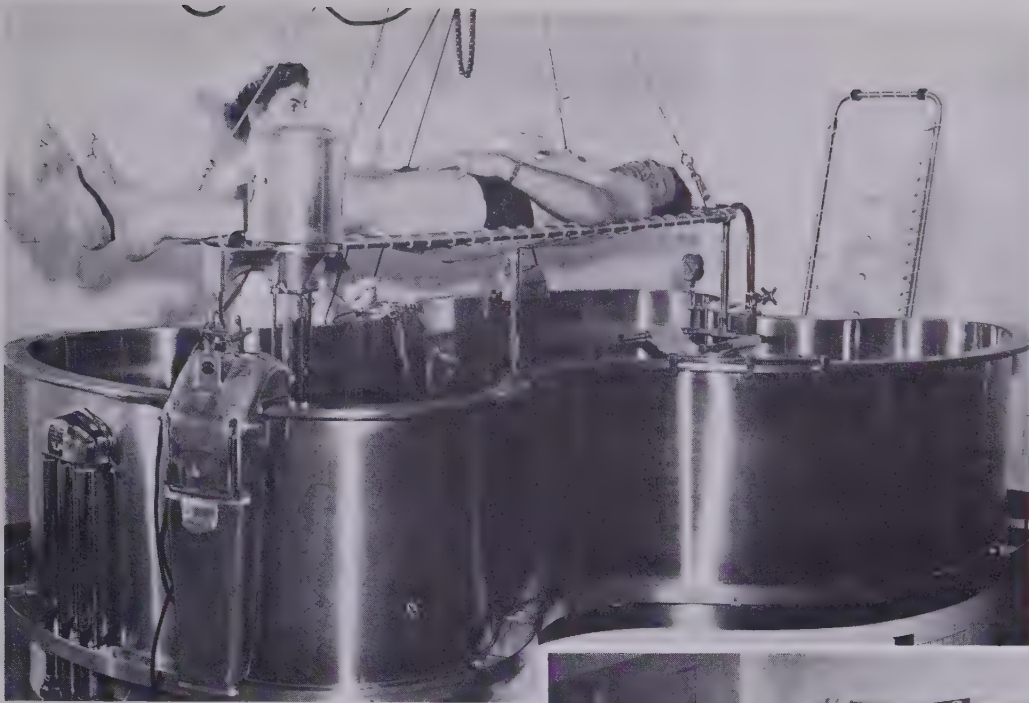




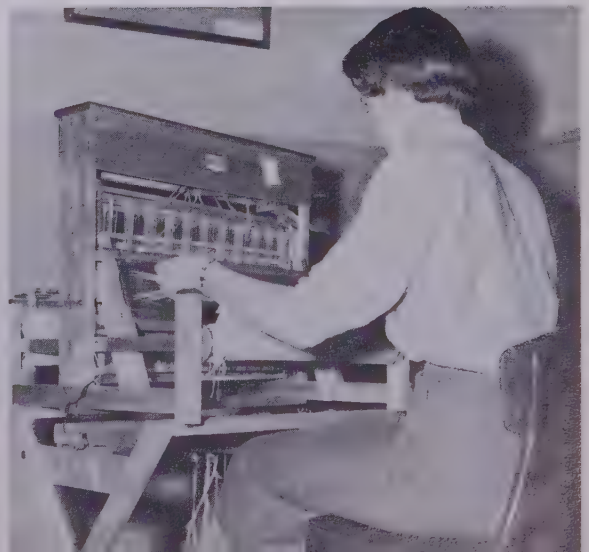
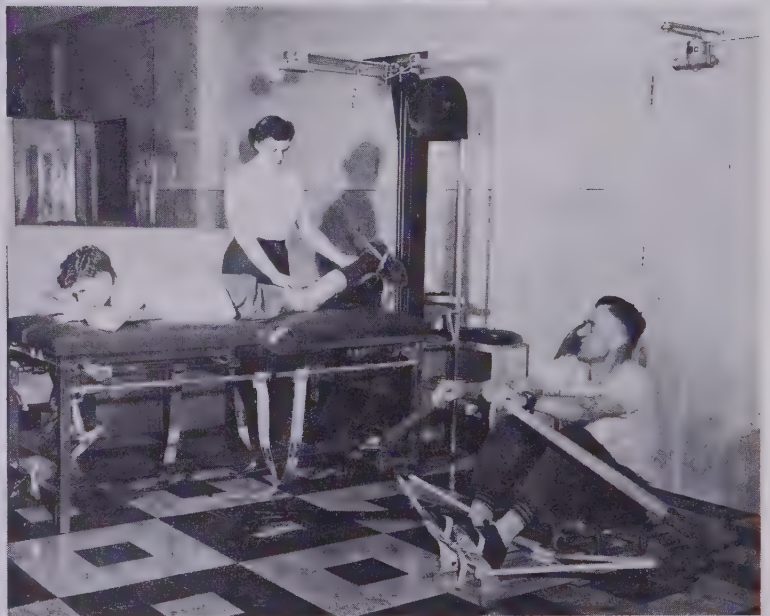
the welfare of the individual is important

In addition to well-equipped modern hospitals, the province has government sponsored or government aided clinics for the treatment of polio, tuberculosis and cancer. There are also clinics for the treatment and training of cerebral palsy victims, a school for the deaf and one for mentally retarded children.



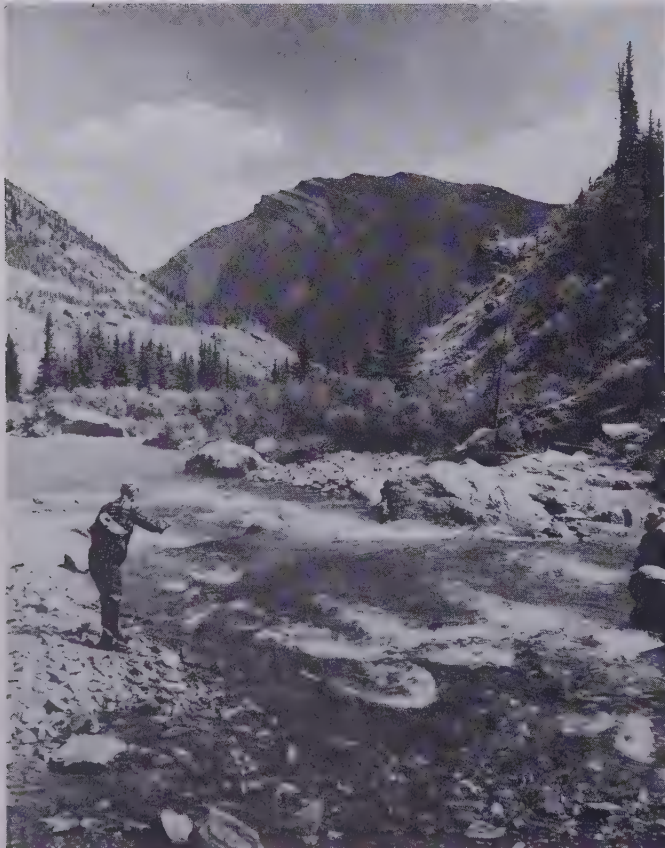


The Alberta Workmen's Compensation Board operates a special Rehabilitation Clinic for therapeutic treatment and retraining of injured workmen. Disabled workers are rehabilitated into self-support by training in hand-crafts or other work not affected by their disabilities.





close to the great outdoors



The invigorating atmosphere of Alberta's high altitude kindles a natural enthusiasm for healthful outdoor recreation. Well kept golf courses and tennis courts are never idle during the spring, summer and fall months. Modern pools and clear, spring-fed lakes beckon the swimming enthusiasts, while many of the sturdier souls spend long hours riding or hiking along scenic mountain or prairie trails. Each weekend during the long season the inveterate fishermen migrate from city and town to the hundreds of good fishing streams and lakes.



During the winter months the mountains offer superlative skiing, and the International Collegiate Ski Meet takes place in Banff National Park each winter. Even the smallest towns have large indoor or outdoor skating and curling rinks, for most of the population takes part in at least one of these popular winter sports.



Bright, brisk mornings and golden autumn sunsets are the hunter's call to arms. The whole province is an excellent hunting ground for ducks, geese and upland birds. Later in the season deer, moose, elk, bear and mountain goat are all fair game for the huntsman's rifle.



Enthusiastic crowds fill the stands to watch both amateur and professional football and hockey games, and many honors, both national and international, have been won by Alberta teams.

Many an athletic hero emerges from games played on a small neighborhood rink.





pursuit of the arts is an integral part of life in Alberta

There is ample opportunity in the province's larger centres for the study of music, painting, handcrafts, drama and dancing. At the Banff School of Fine Arts intensive summer courses attract hundreds of students from all over the continent and many other parts of the world as well.





Students at the Banff School of Fine Arts work in the magnificent setting of the Canadian Rockies.



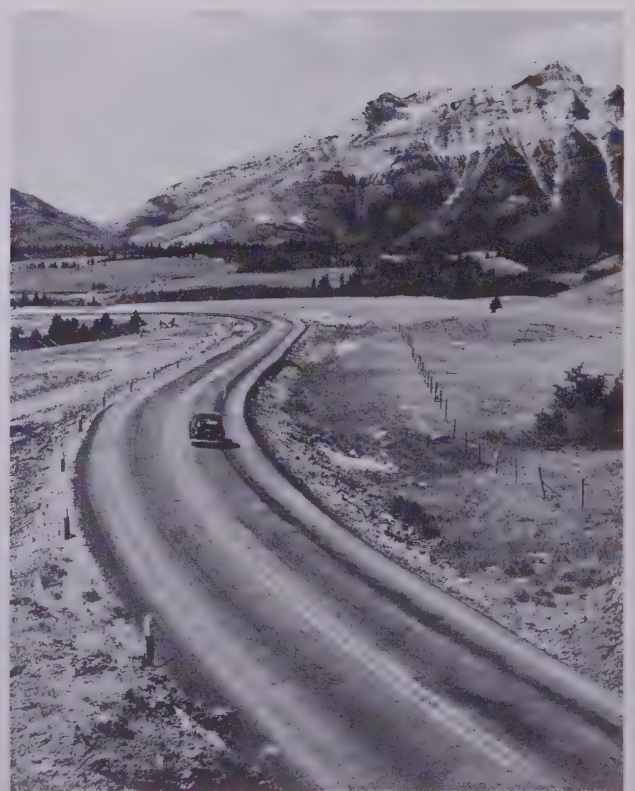
Amateur groups regularly present concerts, operettas, plays and ballets of excellent calibre, and such groups receive guidance and practical assistance from the Cultural Activities Branch of the Alberta Government. Professional artists and companies on tour appear in most cities each season.



A glorious vacationland...



Alberta residents on vacation join tourists from all over the world in exploring the thrilling beauty of Alberta's famous Banff, Jasper and Waterton Parks in the Canadian Rocky Mountains, and visiting the numerous Provincial Parks in the foothills and on the prairies.





Travel information is available at the Province of Alberta Tourist Information Bureau near Fort Macleod for visitors entering the province from all ports of entry in the south.

unique sightseeing experiences



The unrivalled scenic splendor of the Rocky Mountains in Alberta is a perpetual magnet for travel-minded vacationers from far and wide. Broad, pleasant highways lead motorists through a land of lofty peaks and glaciers, green forests, rushing rivers and exquisite mountain lakes.



Visitors to the famous Columbia Icefields may explore the glittering reaches of this ancient glacier by snowmobile.



Red Deer River Valley Badlands



Elk Island Park



Alexandra Falls, N.W.T.

Sight-seeing expeditions through Alberta lead visitors to the primitive stone carvings in the wind-swept Writing-on-Stone Park, weird formations of the badlands, the pre-glacial wild life of Cypress Hills provincial park and one of the world's largest herds of buffalo at Elk Island National Park. One of the most thrilling sights on the Mackenzie Highway to the north is the awesome Alexandra Falls on Hay River near Great Slave Lake.



wild life

Alberta's wild life population is protected in all seasons throughout all national and provincial parks, and visitors to the province find many opportunities to observe these denizens of the wild in their natural surroundings.

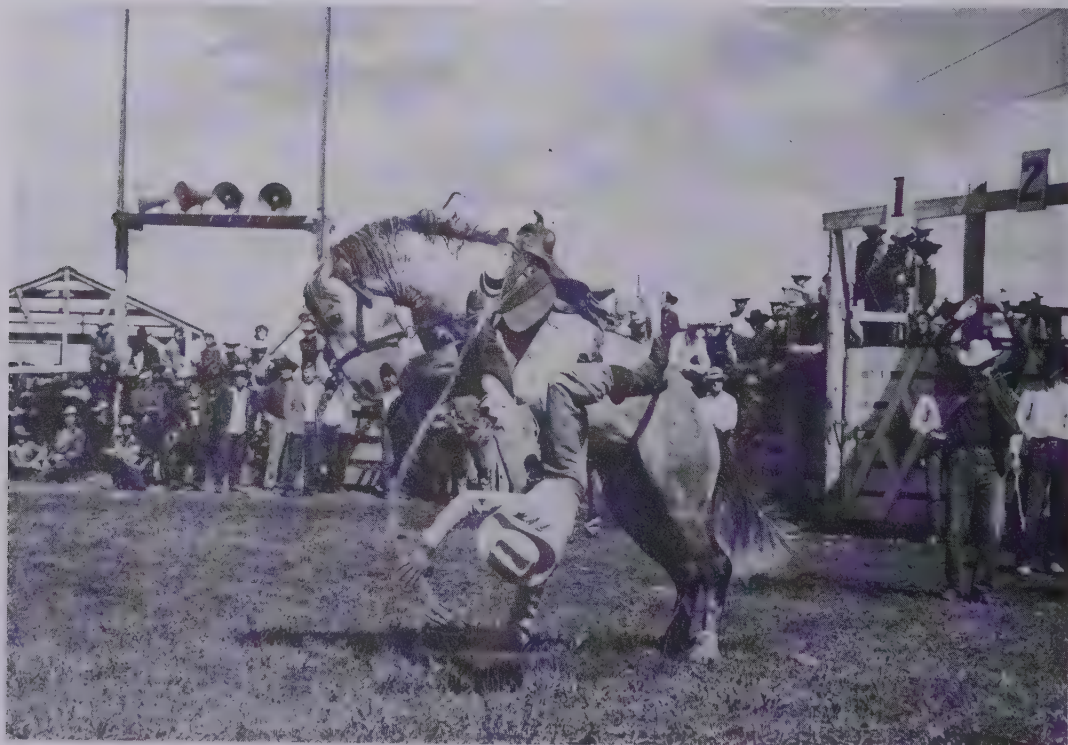






A memorable vacation indeed is a fun-filled week or two at an Alberta guest ranch. These are operating ranches where the guests may watch the work in progress and may possibly be called upon to lend a hand. Long days in the saddle exploring the countryside, a day at a district rodeo, evenings of singing and dancing, and tables groaning with good country food all fit into a pattern for a real western holiday.

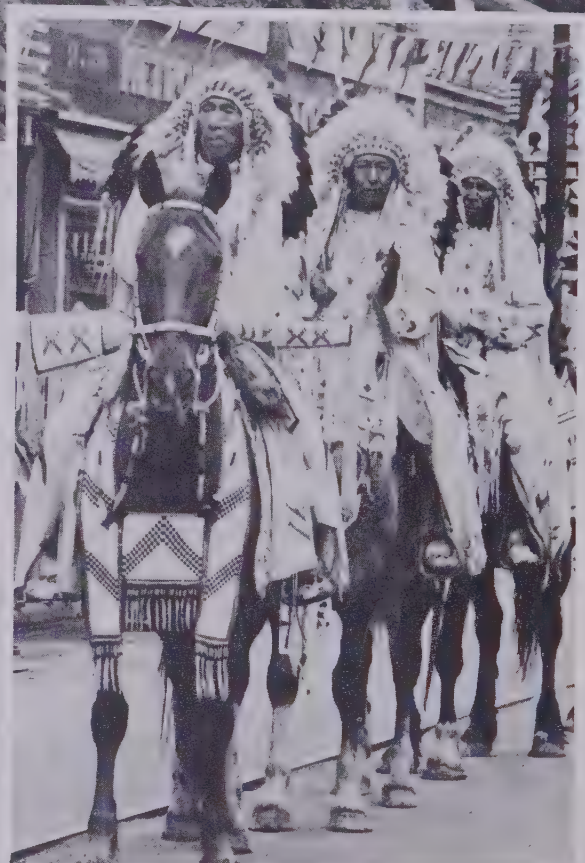
the romantic west





THE CELEBRATED CALGARY STAMPEDE

This famous western show which annually takes place during the second week of July, features exciting competitions in bucking broncho riding, in roping wild steers and fierce Brahma bulls, and the thrilling spectacle of the fast and furious chuck-wagon races.



INDIAN DAYS . . .

a colorful midsummer Indian festival staged each summer by the Indians in full regalia at Banff.



historic sites . . .

The short but colorful history of Alberta is recorded in many museums, old missions, and the ruins of old forts. Cairns that mark events and deeds of historic significance have been erected in many parts of the province, and visitors who are interested may piece together much of the story of the west as they motor through Alberta.





Jasper Park Lodge

Alberta tourist accommodation is government inspected and graded and ranges from comfortable family-type motels to the beautiful luxury hotels of the Rockies. Visitors to the province may always find a place that suits their tastes and pocket-books.

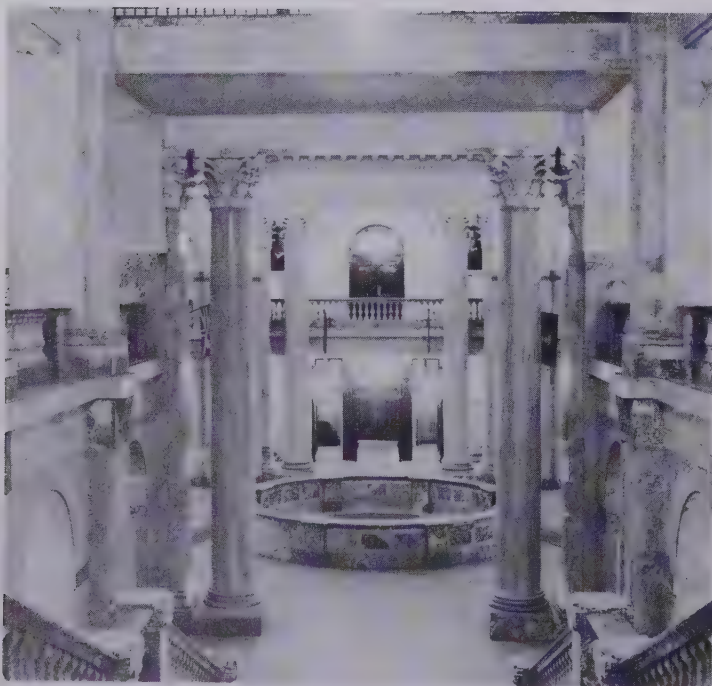


Banff Springs Hotel



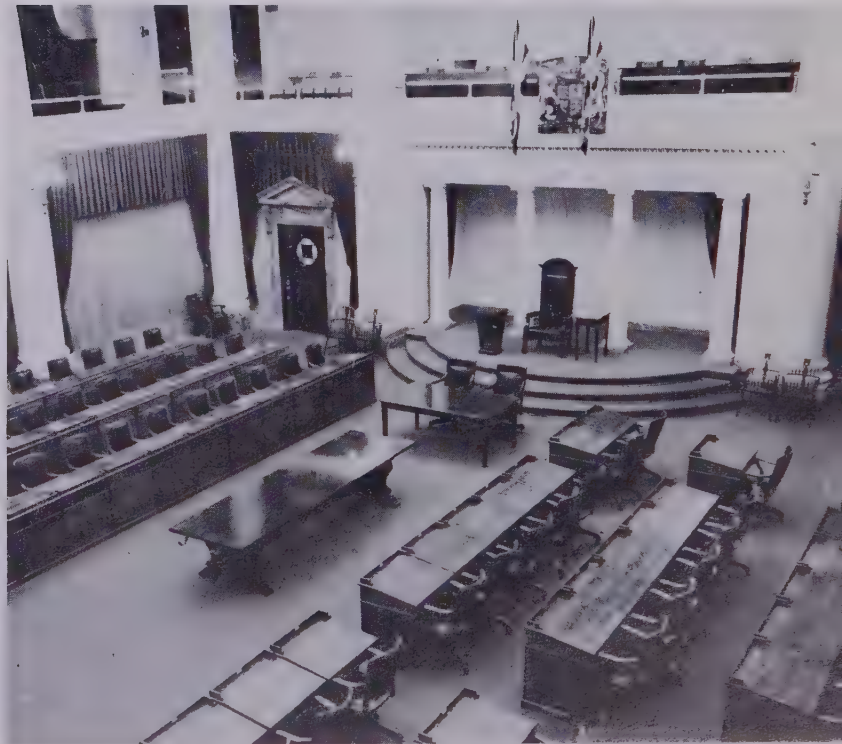


the Government of Alberta



Alberta's legislative assembly, governing body of the province, meets in the handsome legislative building at Edmonton.

All the traditional ceremony of the British parliamentary system is observed during sessions of the legislature. Here, the speech from the throne is read by Her Majesty's representative in Alberta, His Honour Lieutenant-Governor John J. Bowlen, LL.D.



industry and administrative policy

The Alberta Government works for the principles of free enterprise, encourages expansion and protects the rights of the individual. The government is interested in the development of the province and makes every effort to assist new enterprise and promote industrial progress and achievement with the minimum of restrictive regulatory legislation.





THE HONOURABLE ERNEST C. MANNING
Premier of the Province of Alberta

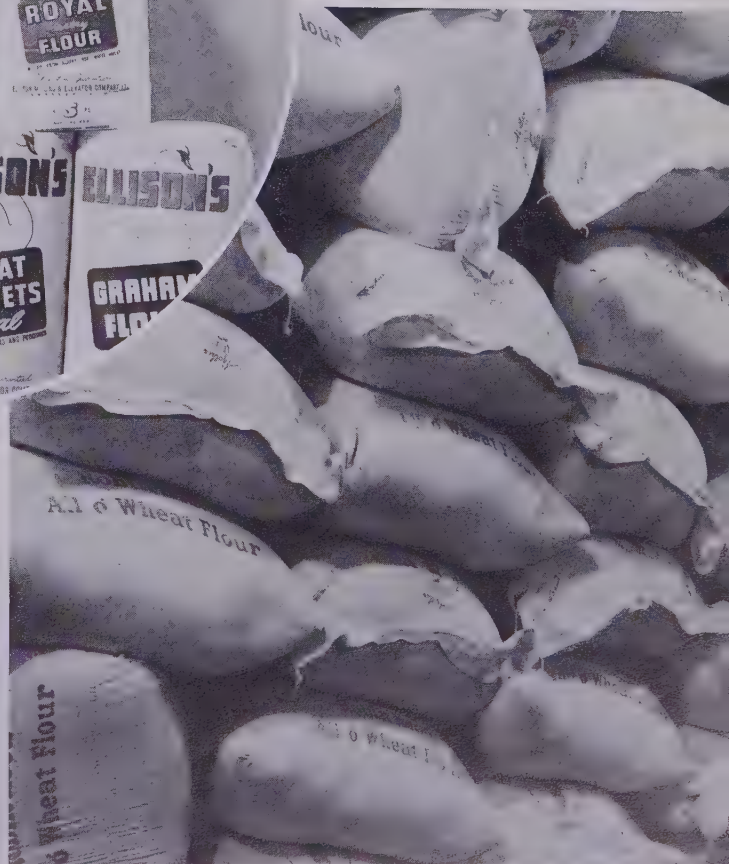
ministers of the government in cabinet session

Left to right: The Honourable A. R. Patrick, Minister of Economic Affairs; the Honourable F. C. Colborne, Minister without Portfolio; the Honourable L. C. Halmrast, Minister of Agriculture; the Honourable R. D. Jorgenson, Minister of Welfare; the Honourable R. Reiersen, Minister of Industries and Labour; the Honourable Dr. W. W. Cross, Minister of Health; the Honourable E. C. Manning, Premier, Minister of Mines and Minerals and Attorney General; the Honourable A. J. Hooke, Minister of Municipal Affairs and Provincial Secretary; the Honourable A. O. Aalborg, Minister of Education; the Honourable E. W. Hinman, Provincial Treasurer; the Honourable N. A. Willmore, Minister of Lands and Forests; the Honourable J. Hartley, Minister of Public Works; the Honourable G. E. Taylor, Minister of Telephones and Highways.

Riches of the soil...



More than 21 million acres of Alberta's rolling prairie lands are devoted to agricultural pursuits, and the province's large cereal, vegetable and root crops make a vital contribution to the nation's economy.

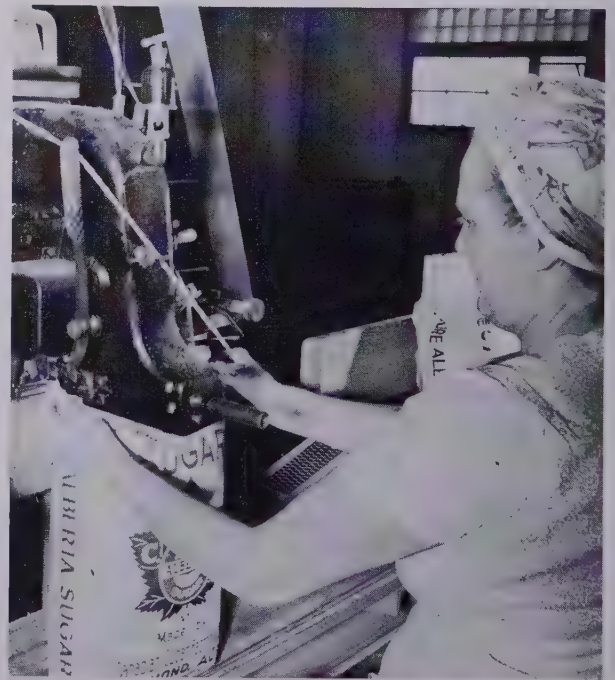


Much of the world's supply of bread flour is milled from Alberta's world-championship wheat. Local flour mills supply the province's bakeries and a thriving ready-mix and prepared foods industry in Alberta.

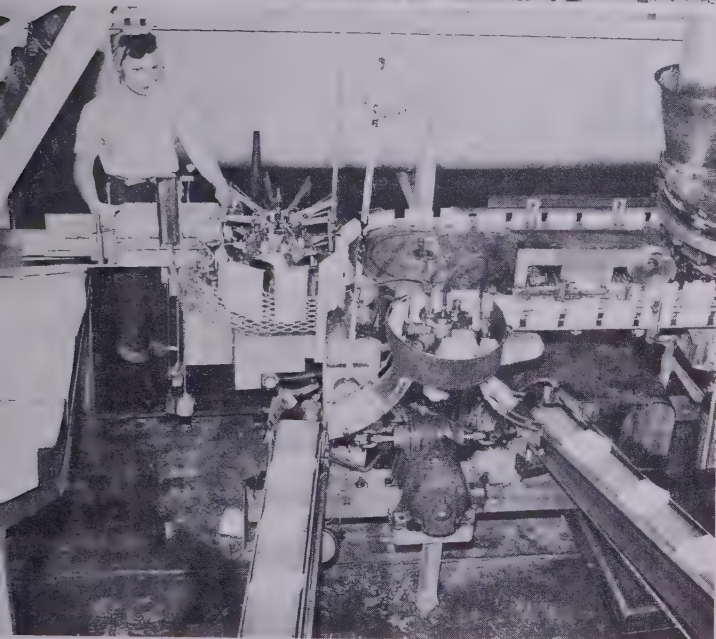
Other major cereal crops of oats, barley, rye and flaxseed are processed for breakfast cereals, meals and brans, stock and poultry feeds.



Large irrigation projects have made southern Alberta a lush garden where a huge crop of sugar beets is harvested each season.



Three refineries process the \$6,000,000 beet crop to produce fine white Alberta sugar. A beet-pulp livestock conditioner is an important by-product of the process.



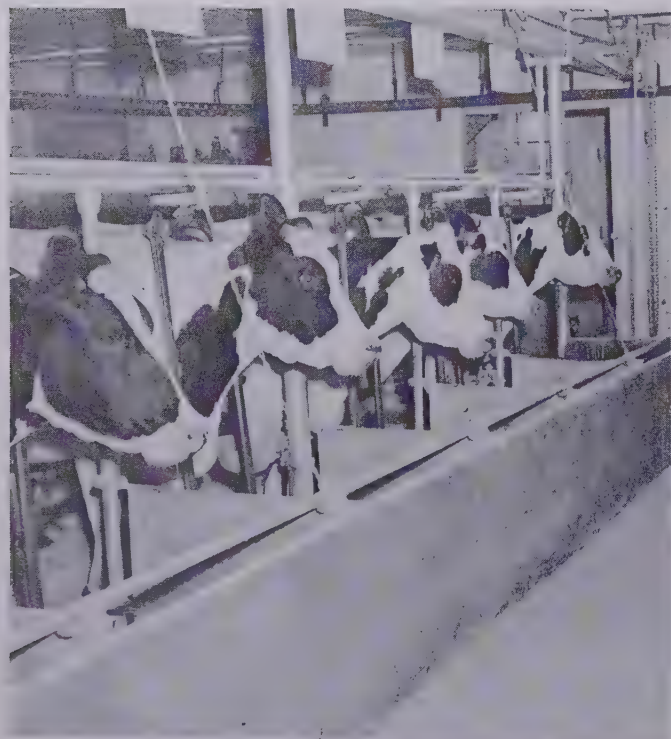
Vegetables are also grown on a large scale in the irrigated areas. Tremendous yields of all types of vegetables are shipped fresh or diverted to processing plants for canning or freezing. The Alberta potato crop, amounting annually to about 3 million bushels, supplies a widespread market.

Pickles are cured from tender cucumbers and other vegetables.





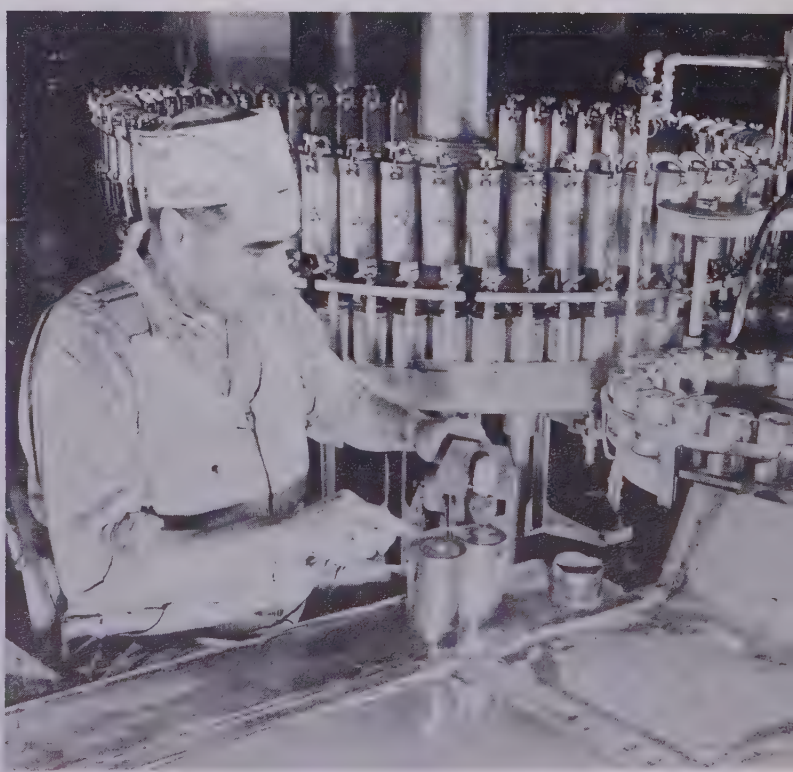
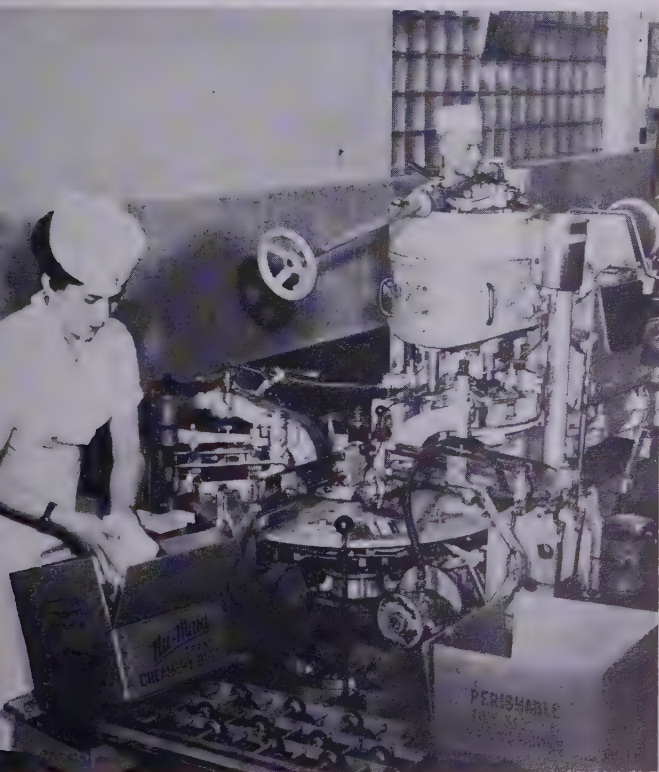
knee-deep in clover



Peaceful herds of dairy cattle, mainly Jerseys, Guernseys and Holsteins, graze the green pasturelands of central Alberta. Neat, clean dairy farms are dominated by tremendous barns, many equipped with the latest in electrical milking machinery.

The dairy industry here is a \$40,000,000-a-year business, and in addition to fluid milk and cream, prize butter and cheese, processing plants also produce evaporated and condensed milk, ice cream, cottage cheese and powdered milk.

Alberta butter and cheese are top prize winners in national dairy products shows.



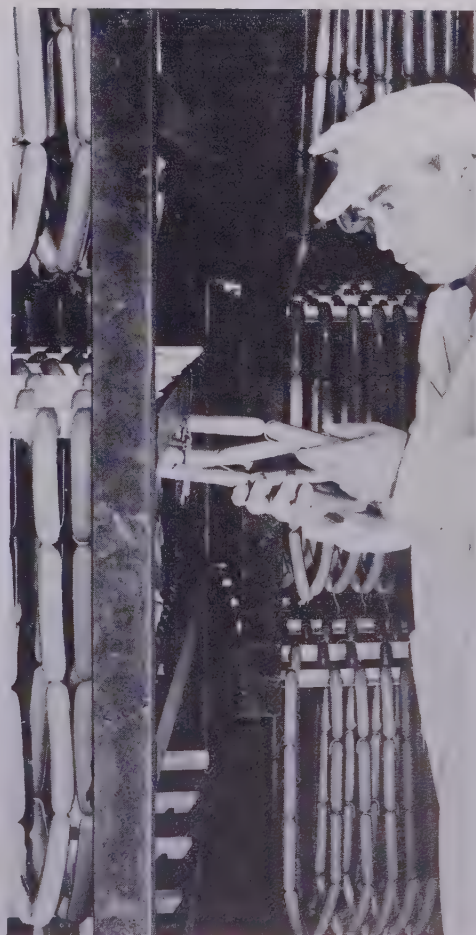
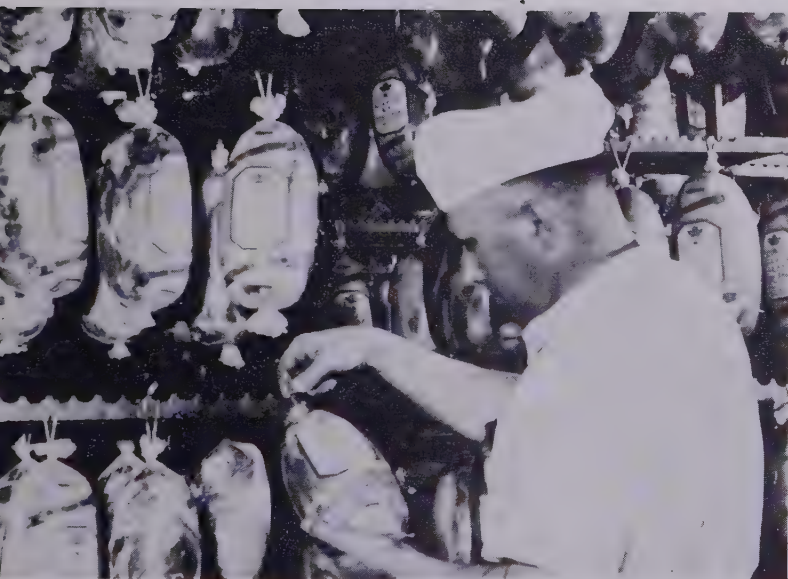
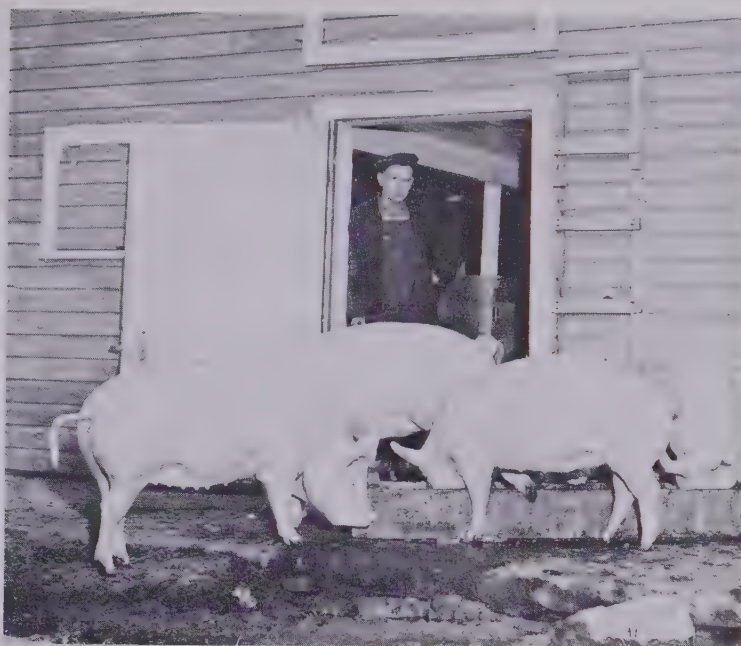


The white-faced Hereford is a favorite beef breed in southern Alberta where large-scale cattle ranching produces much of the province's output of celebrated Alberta Red and Blue Ribbon beef.



destined for world markets

Alberta livestock, processed meats and poultry are shipped to far-flung markets in Canada, the United States and other parts of the world. Famous Canadian bacon, coveted in many countries, is cured in Alberta plants.





Large modern packing plants in Edmonton and Calgary process Alberta meats and poultry for shipment to world markets.



The government offers advice and assistance to those who work the province's rich farmlands. From the District Agriculturist and the District Home Economist who serve their area, the farmer and his wife may obtain information, advice and practical assistance in farming practice and rural living problems.





the fish catch

Alberta whitefish and lake trout from cold northern waters are favorite delicacies in many parts of the continent, and constitute the major output of the province's commercial fisheries. Pike, pickerel and perch are also caught in commercial quantities and shipped to distant points, including Chicago and New York.

furs

Edmonton is the centre for large fur auctions, through which flows the northern catch of such luxury furs as wild mink, marten, beaver, otter and ermine. Wild muskrat, fox, lynx, rabbit and wolf are also caught in large numbers. Fur ranches of the province raise beautiful ranch mink, chinchilla, marten and fisher.





Forest wealth...

Valuable tracts of dense forest cover more than 142,000 square miles of Alberta's area. Much of this great timber wealth, especially in the north, is virtually untouched, but new paper and wood product industries are rapidly developing these forest reserves.



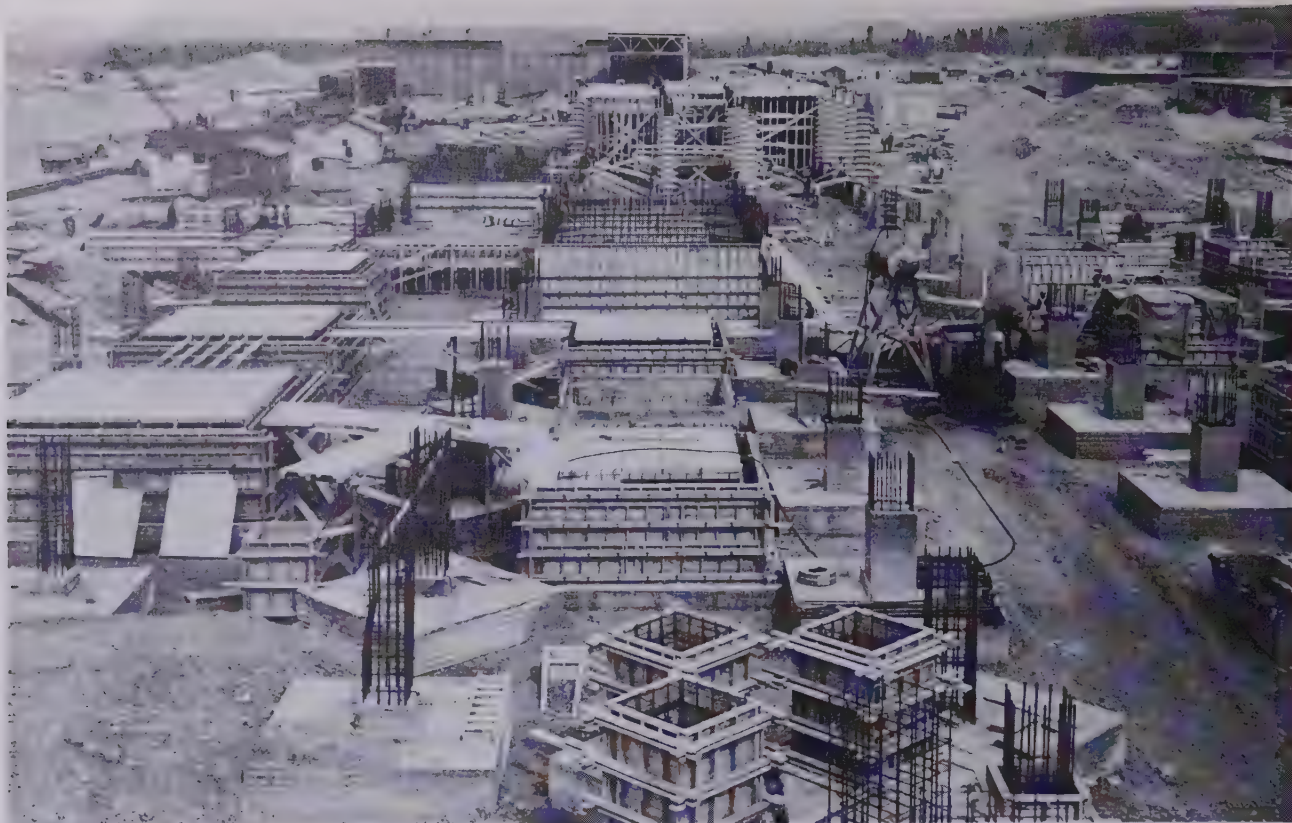
the forest products industry



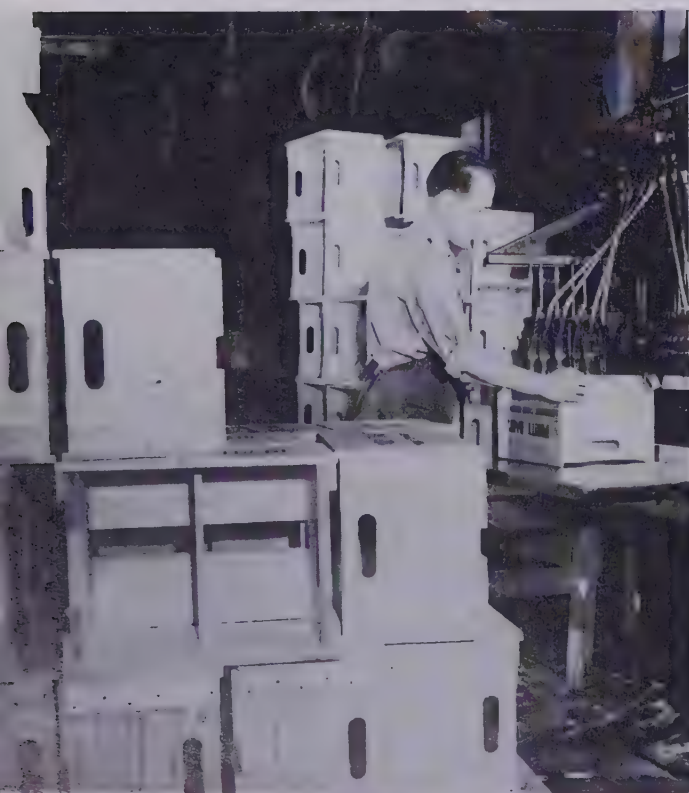
Logging and lumbering operations utilize coniferous trees—white spruce, black spruce and balsam fir—and such deciduous growth as aspen and poplar. Each year the sawmills and planing mills of the province turn out more than 400 million board feet of finished lumber to supply the constantly expanding construction programs in progress all over the province.





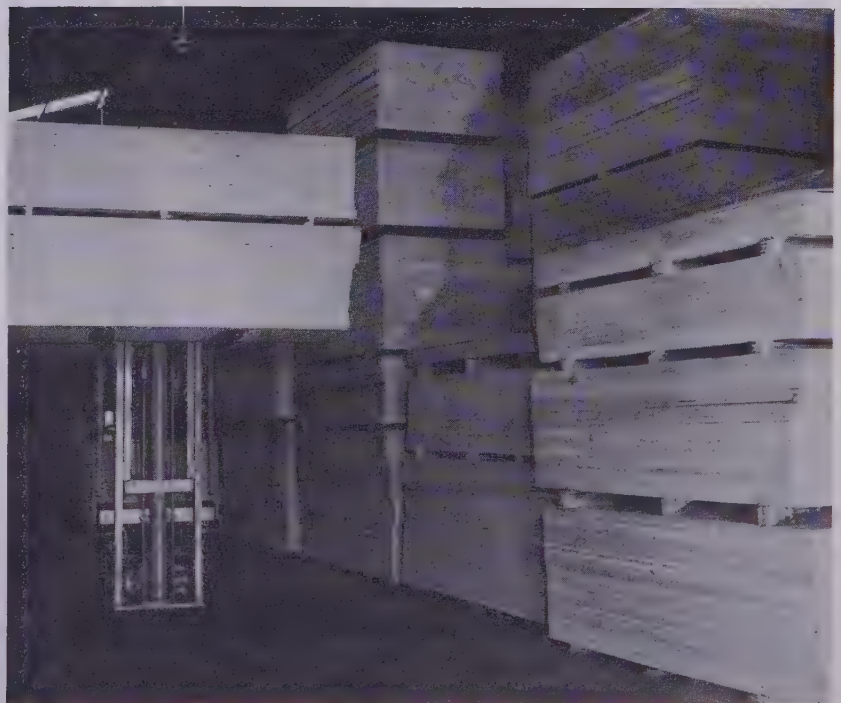


Box factories and furniture plants are also supplied by Alberta's lumber mills.





Mills in Alberta are now producing poplar plywood, a clean-grained wood product for a variety of uses, from outer sheathing to interior finishing. A new development of the pulp and paper industry is the establishment of a large pulp mill in the central parklands at Hinton.

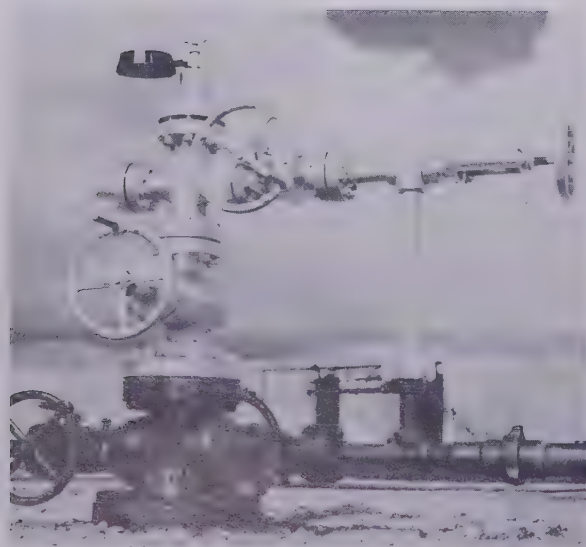




The earth's treasures...

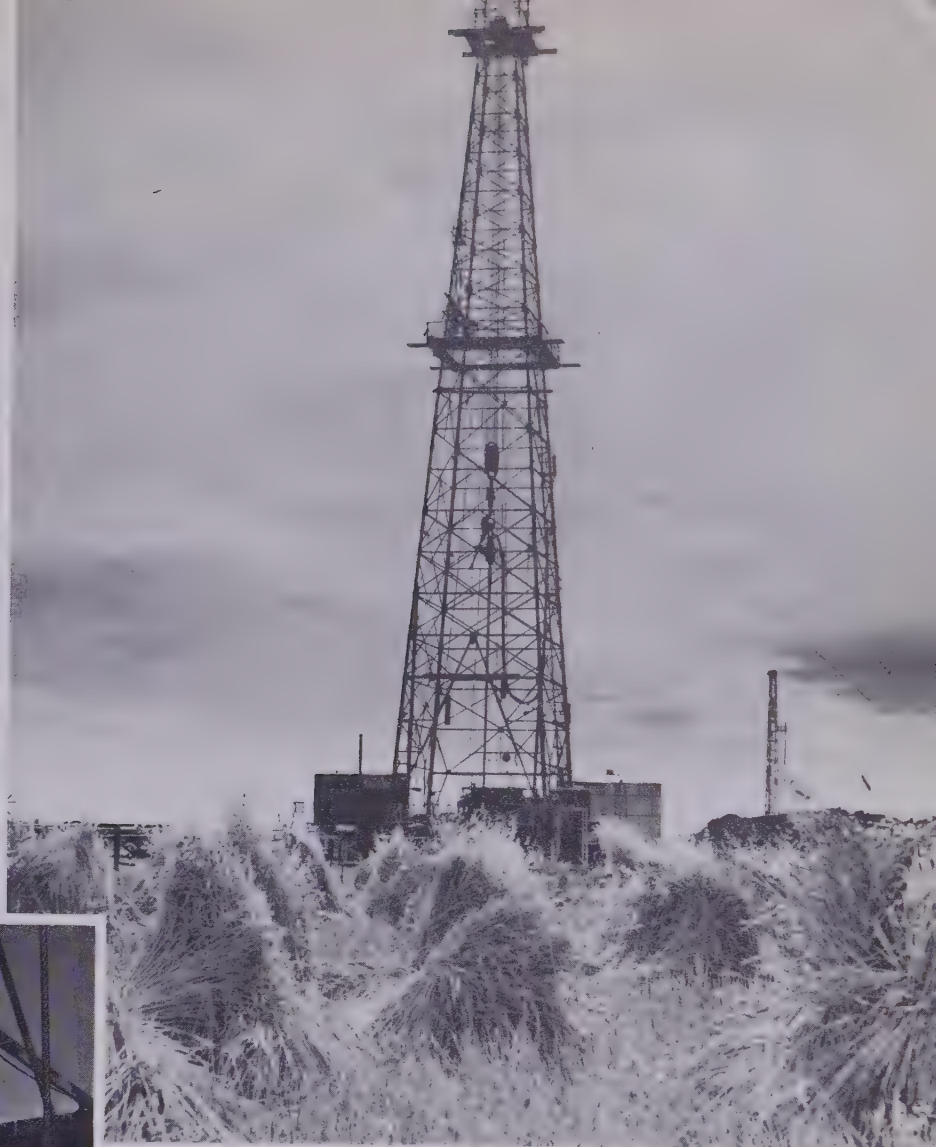
oil and natural gas production

Discovery and development of Alberta's vast and lucrative petroleum reserves has not only effected a complete change in the province's economical and industrial picture, but has made a definite impact on Canadian and world markets. Alberta oil fields, while restricted to a production of about 70% of capacity, now supply more than 96% of the total Canadian petroleum market, and also supply certain markets in the United States.



Two crops from the same land—a rich harvest of grain and a valuable yield of crude oil.

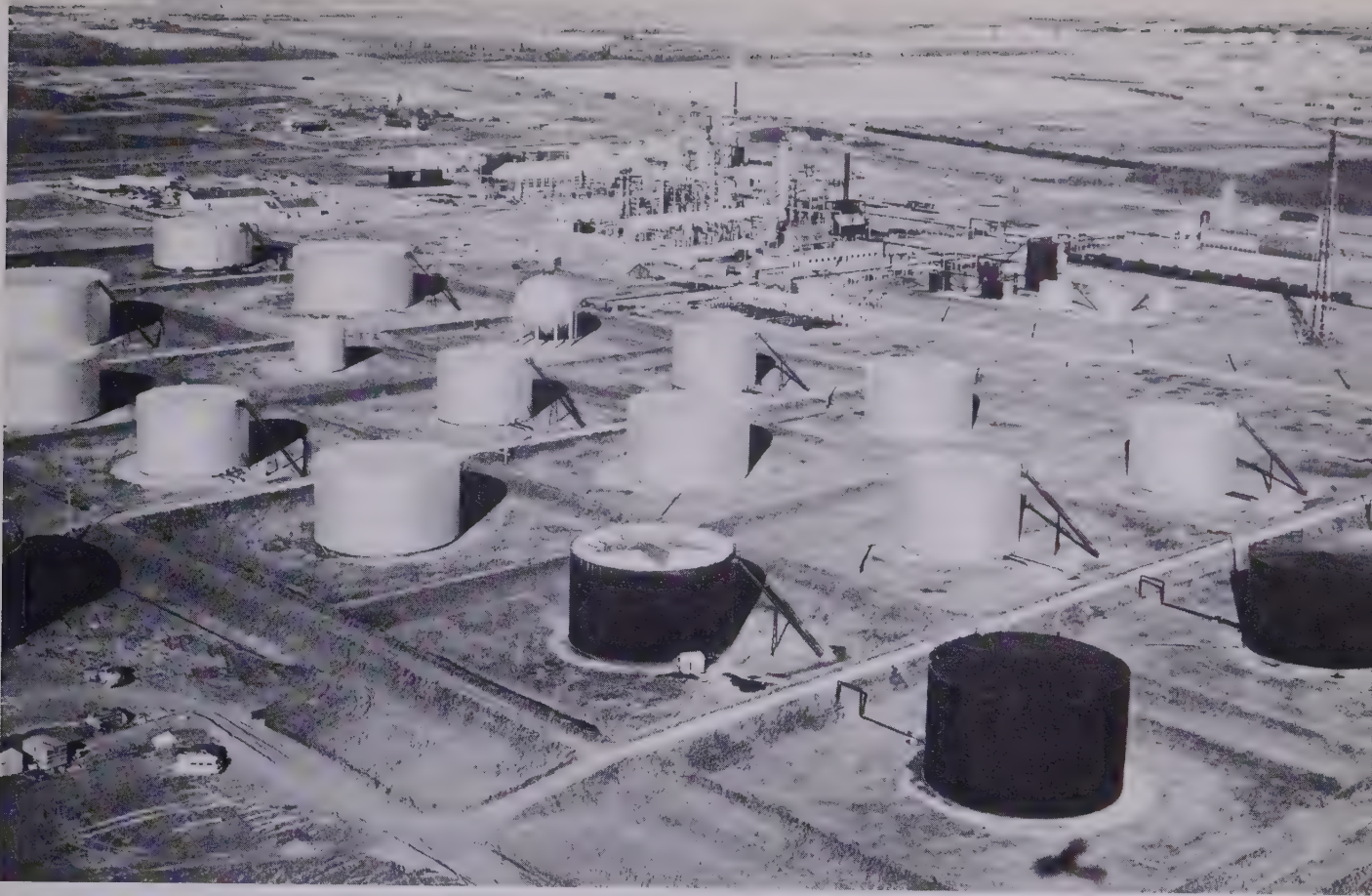
Seismic operations continue through the length and breadth of the province in a widening search to determine the extent of Alberta's oil and gas reserves.





Modern refineries are continually expanding to process more and more of Alberta's increasing output of crude oil.

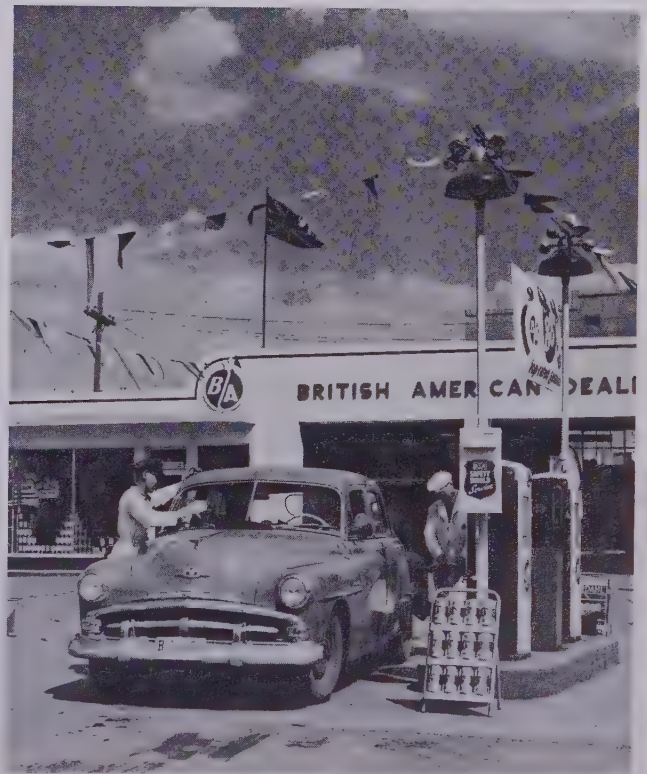




huge refineries process crude oil

About one third of Alberta's crude oil production is processed by the province's twelve refineries which supply the local western petroleum market. Here, too, at the source of the crude oil, these tremendous refining plants make available to industry many petrochemical products for industrial use—the basic materials for the world's increasing demands for chemicals and plastics.

A new lubricating plant, the most modern in the world, and the only one west of Sarnia, Ontario, supplies western Canadian markets.





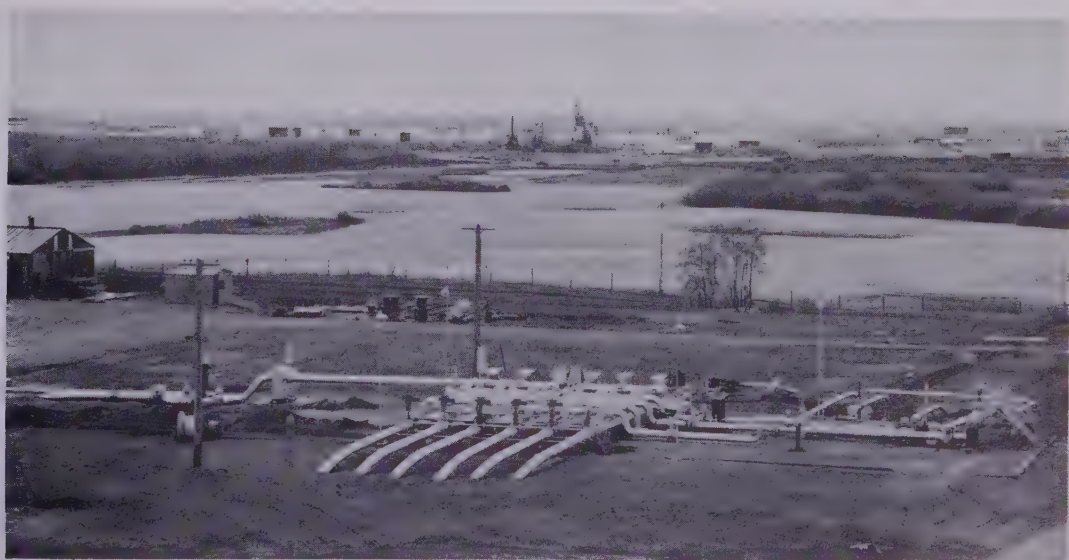
Ablaze with lights, the huge refineries rear incandescent silhouettes against the dark night skies.

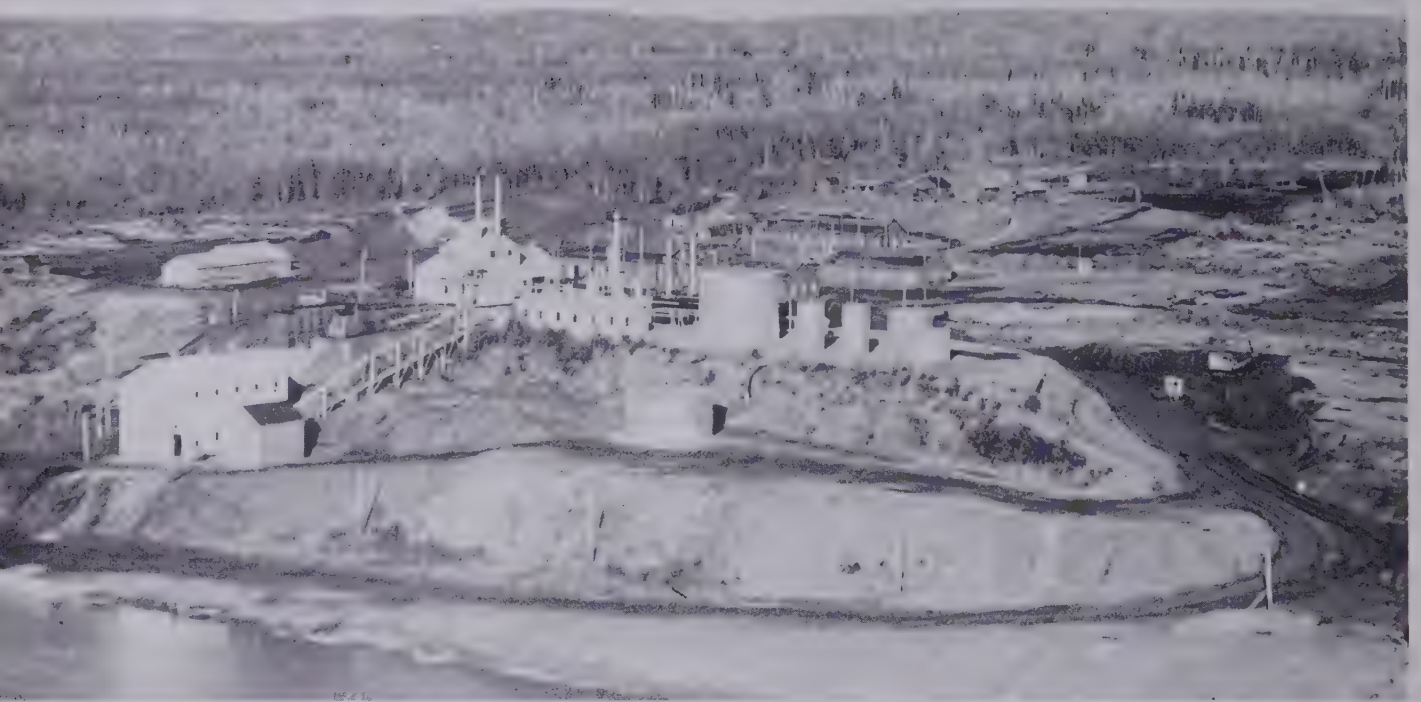
**transcontinental pipelines carry Alberta oil
to markets in eastern Canada and the west coast**

From tremendous storage tanks at Edmonton, the longest crude oil pipeline in the world transports Alberta oil east to refineries in Canada and the United States. Another pipeline project pumps crude oil across the Rocky Mountains to refineries and tide-water shipping in British Columbia and the State of Washington.



The tank farms and point-of-origin pumping stations of the two large pipelines are situated side by side in the area known as "Chemical Row" near Edmonton.





In the Athabasca River region of northern Alberta lies an incredibly rich area of oil-bearing sand which, when fully developed, could supply the world's oil demands for centuries.

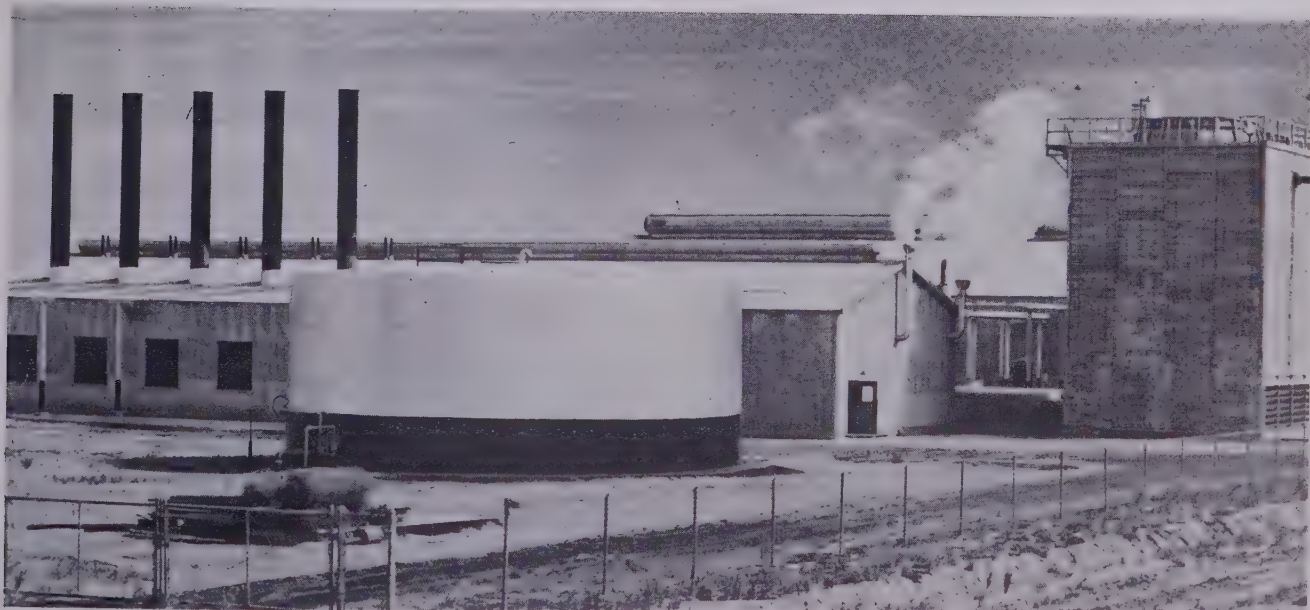


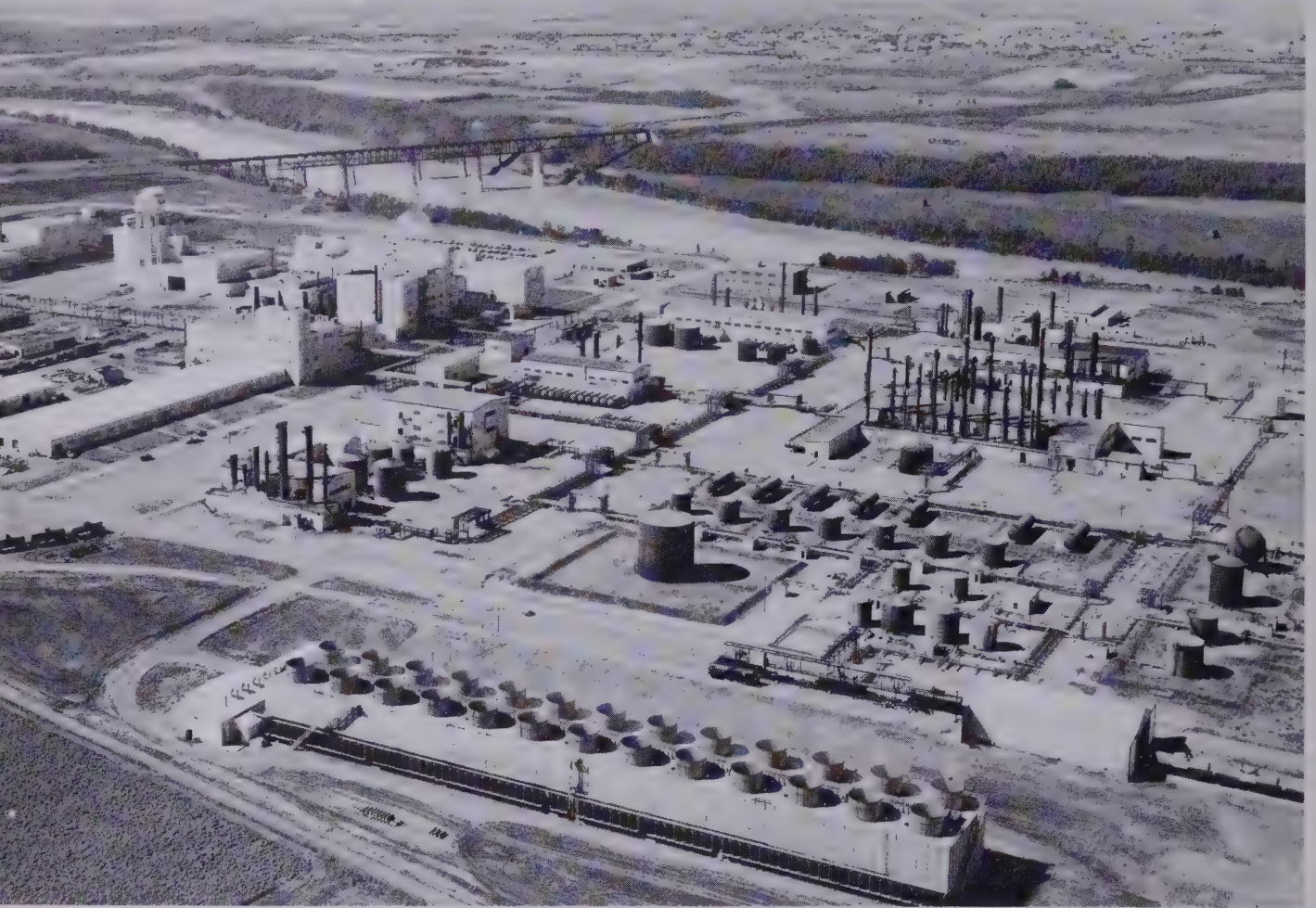
Sulphur plants in southern Alberta produce huge stockpiles of sulphur from Alberta's natural gas.



natural gas production

In addition to the long-time use of natural gas as a source of cheap domestic and industrial fuel, processing plants are now extracting hydrocarbons from Alberta's natural gas for the chemical industry. The residual gas, having lost none of its efficacy as fuel, is at present being utilized here, and huge surpluses will be available for new markets.





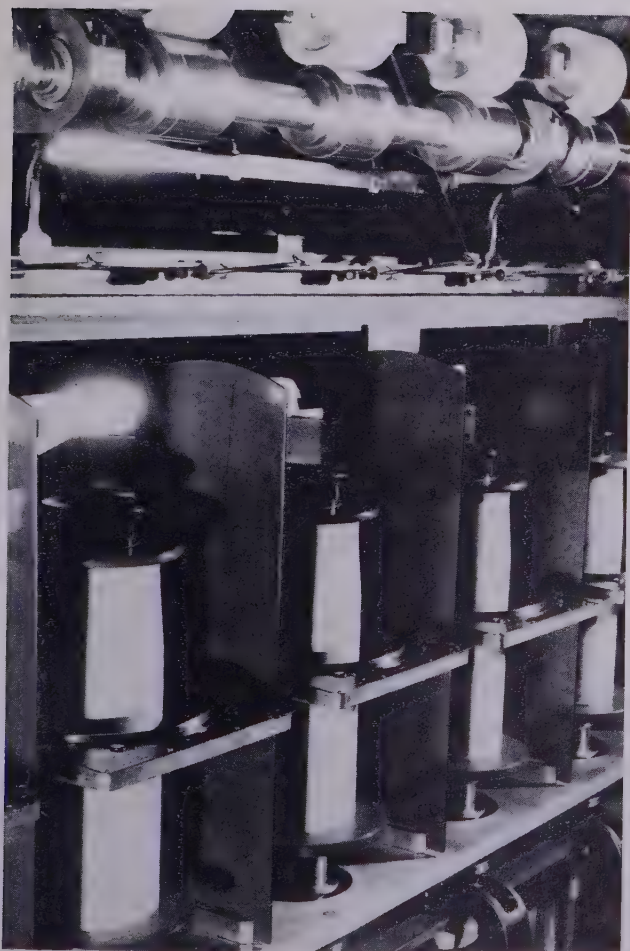
petrochemicals

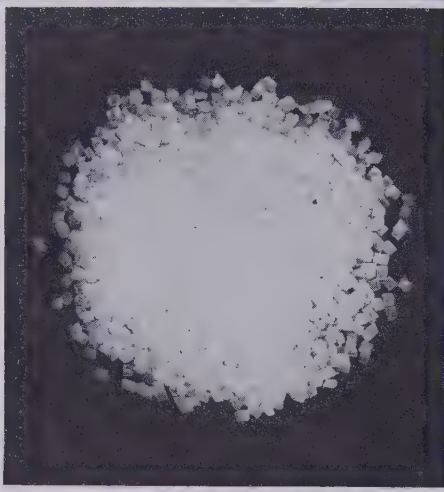
Rising out of the expanding petroleum industry, an extensive petrochemical industry is fast developing within the province. Modern chemical plants extract and convert several components of natural gas—*butane, propane, ethane, etc.*—into a wide range of valuable industrial chemicals and plastics, including both *polythene* and synthetic fibres of *cellulose acetate*. Secondary manufacturing plants, using some of these materials, are already in production, and future expansion in this direction is limitless.

This is the only cellulose acetate plant in the world integrating all three processes—the petrochemical production, the cellulose acetate production and the spinning process—in the same plant.



The huge new plant of the Canadian Chemical Company, near Edmonton, produces from the basic materials of natural gas and cellulose pulp a cellulose acetate staple fibre and filament yarn for the textile industry. In addition, a number of important commercial chemicals are produced by this plant.





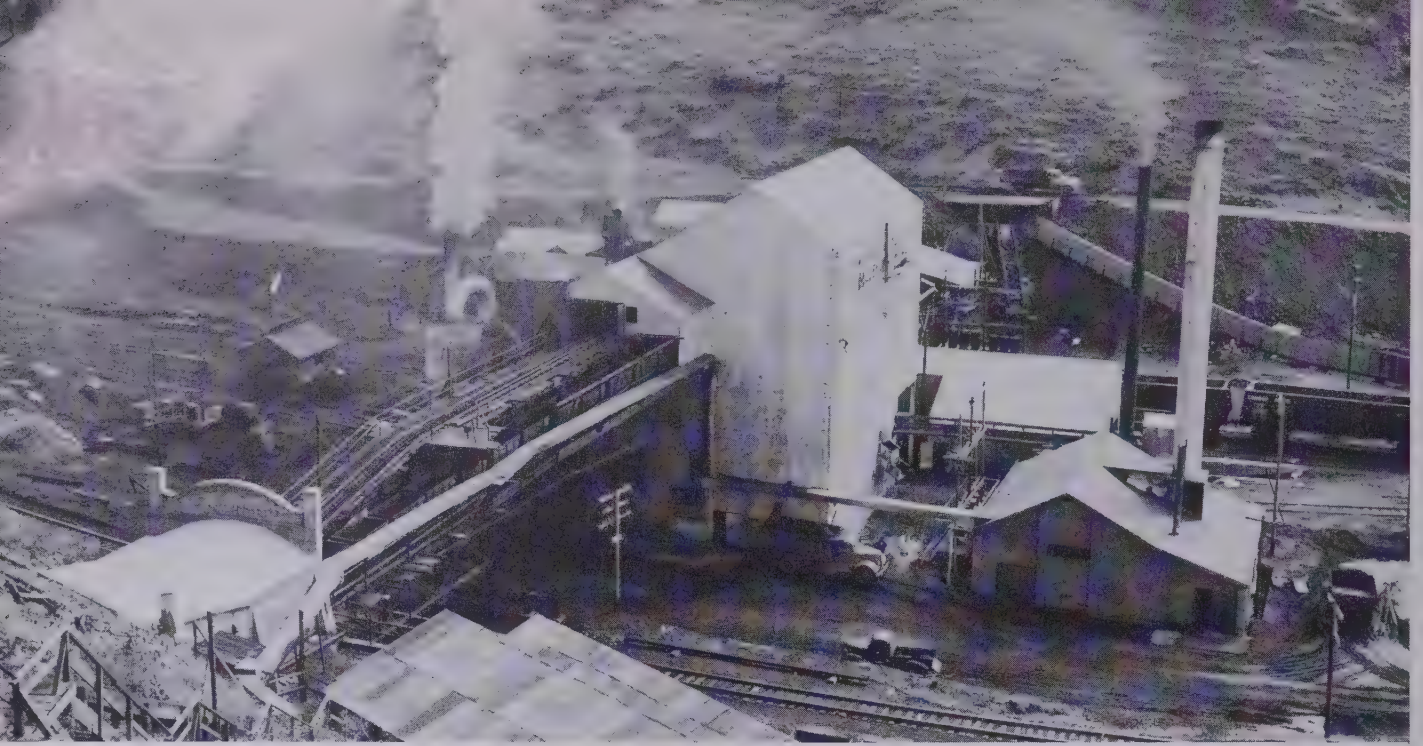
Canadian Industries Limited uses the ethane component of natural gas in its Alberta plant for the manufacture of polythene, from which Canadian plastics fabricators produce electronic insulation and such familiar items as polythene pipe, squeeze bottles and packaging film.

Polythene pipe is now being produced in Alberta and there are excellent opportunities for the manufacture of a wide variety of other polythene products.



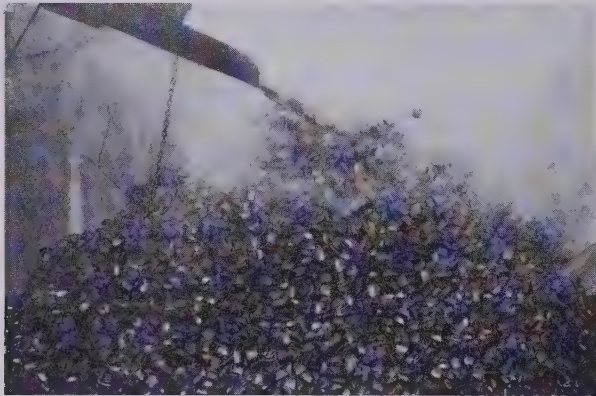
The refinery of Sherritt-Gordon Mines Ltd. at Fort Saskatchewan produces ammonia from natural gas for its metallurgical process of nickel recovery. An exceedingly valuable operational by-product is ammonium sulphate fertilizer, and the plant also supplies to industry a number of other important chemicals and a variety of cobalt salts and metal powders.





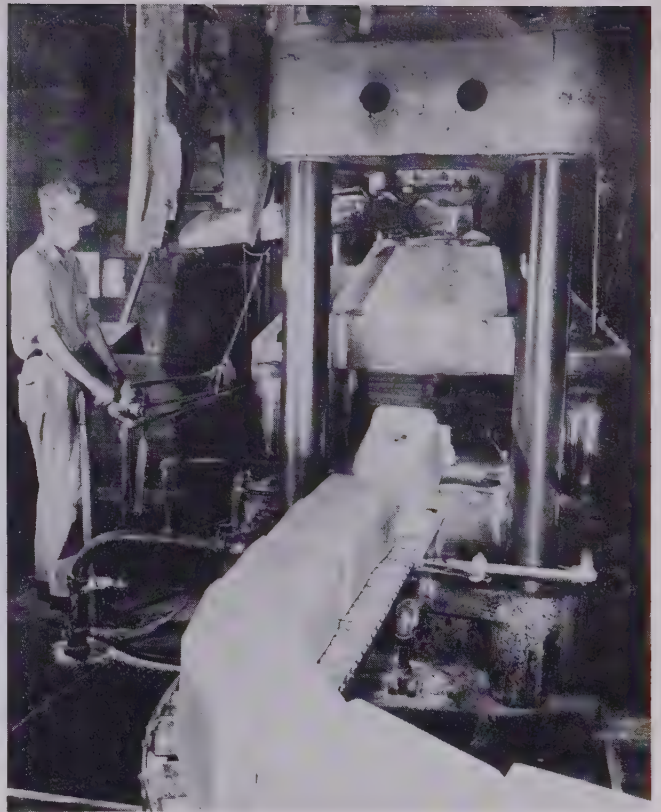
coal mining

More than three quarters of Canada's entire coal reserves lie within Alberta's borders and both underground and strip mining methods supply many grades of hard and soft coal for western Canadian needs. Softer coals of the Kootenay formation are compressed into hard briquettes for domestic use and export.



salt beds

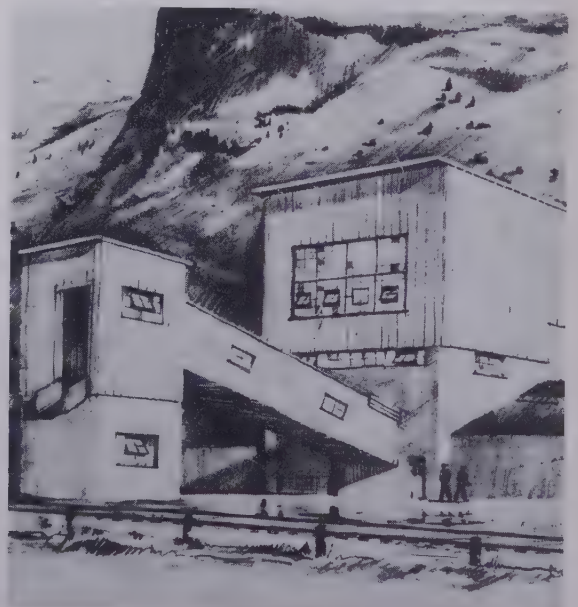
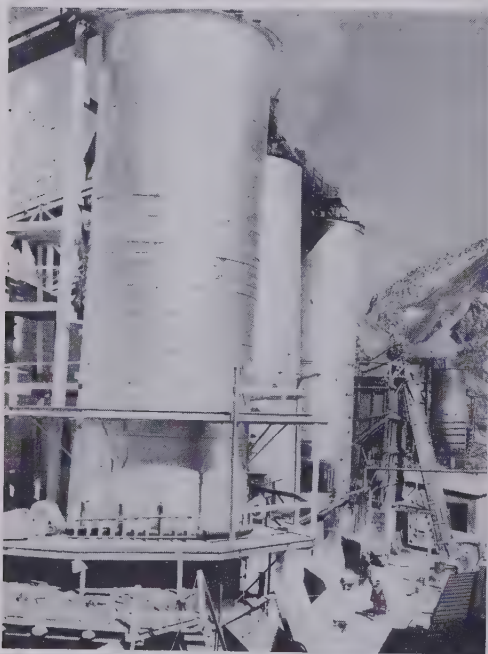
Ample natural gas supplies near Alberta's major salt beds greatly facilitate salt recovery operations and one central Alberta plant turns out about 125 tons of salt a day. In the same region a new chemical plant, utilizing both the salt from the 1,000-foot bed and natural gas from the area, produces commercial caustic soda and chlorine, basic materials for a variety of chemical products.

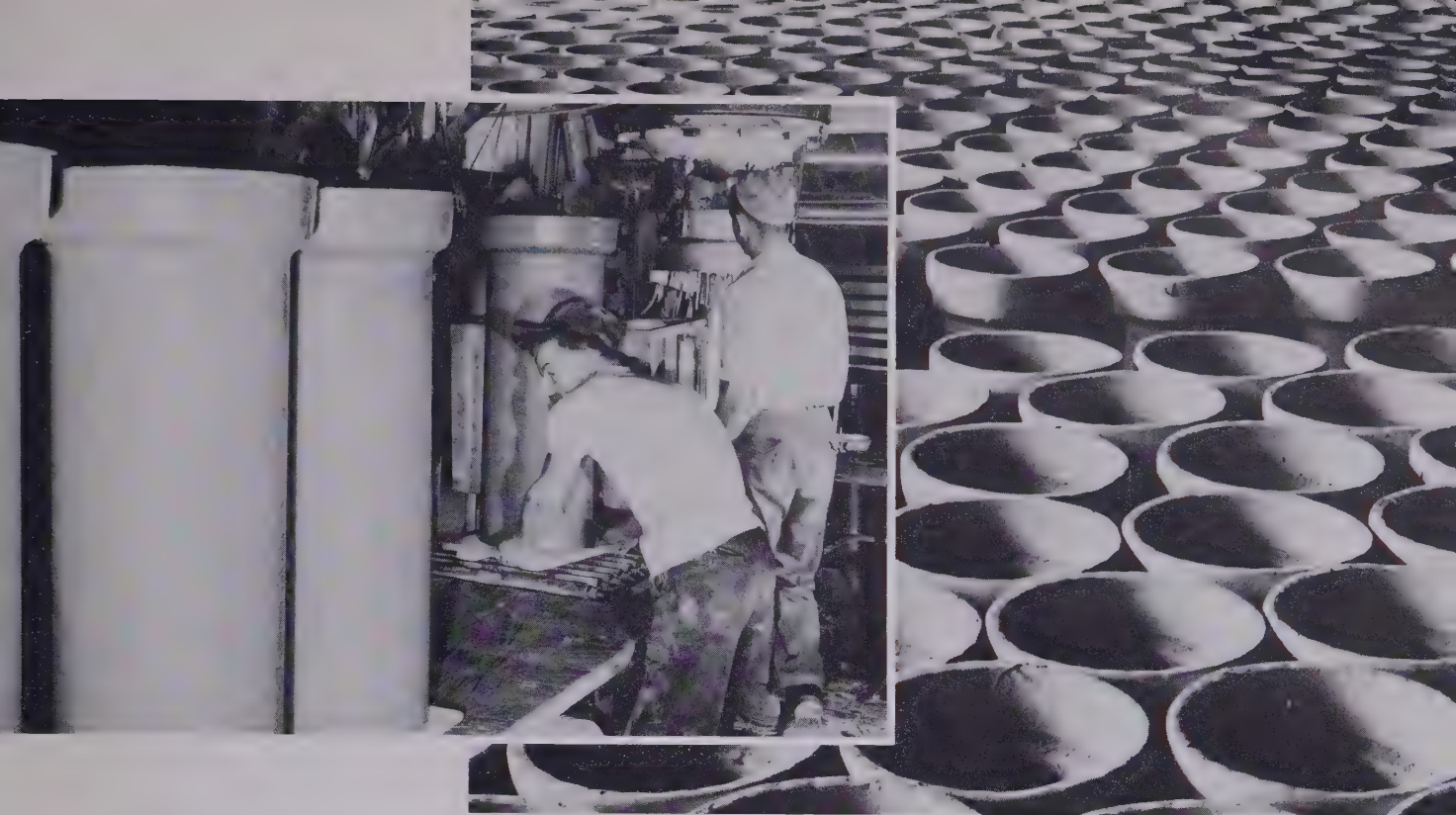




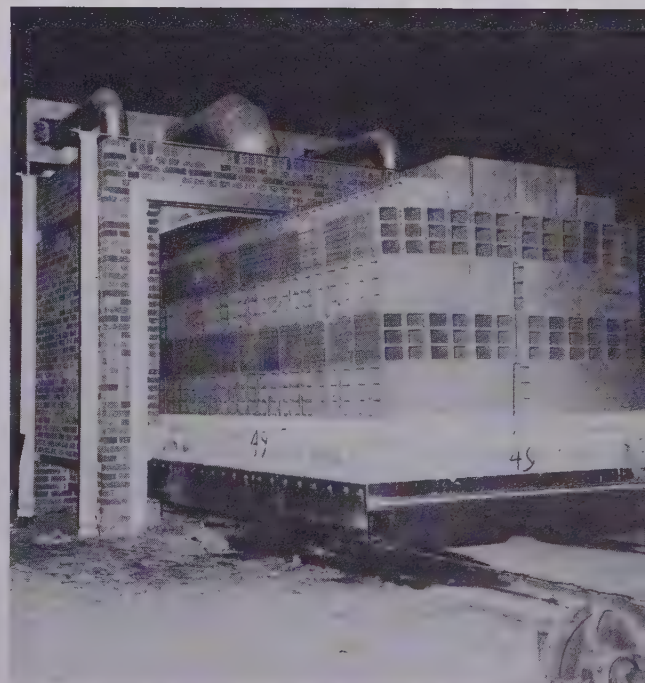
use of clays and shales . . .

Large limestone quarries in the Rocky Mountains provide materials for Alberta cement plants. Many of the province's excellent shales, clays and sandstones are worked, but deposits of other minerals, including iron ore, gypsum, sodium sulphate, zinc and travertine marble remain to be developed.





Clays of the Medicine Hat and Redcliffe areas are used in the manufacture of many clay products, including bricks, tiles and clay pipe, while another large plant in the same area turns out an excellent grade of pottery products. A glass factory at Fort Saskatchewan, near Edmonton, will use sand from the Peace River region for the manufacture of fibreglass.



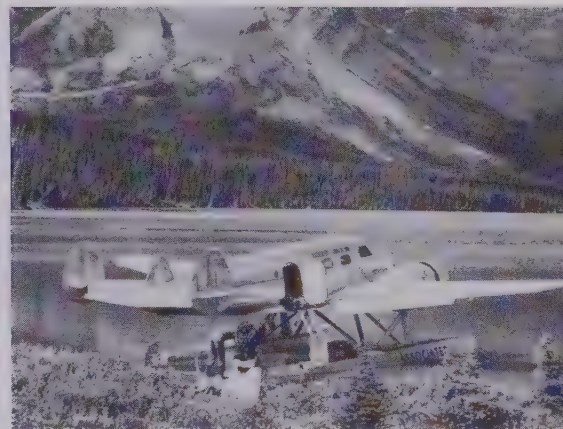


potential of northern mining production

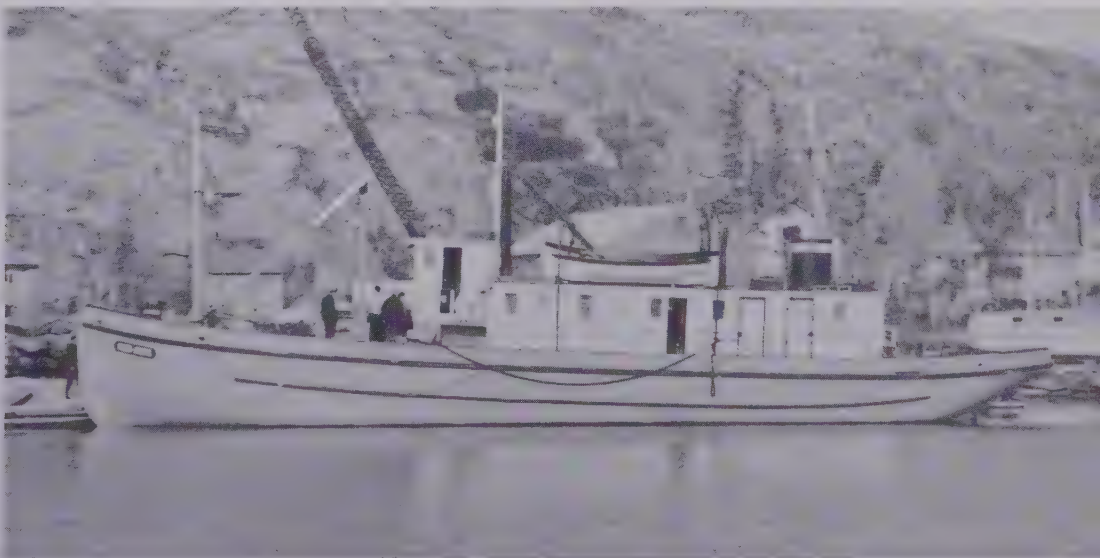
An annual thirty-million-dollar mineral production from the north flows through Alberta to world markets. This present production represents but a small portion of the fabulous mineral wealth of the Northwest Territories and the Yukon, but great advances in transportation facilities forecast the eventual development of a vast mining empire in Canada's northland.



Uranium, gold, base metals and asbestos are now produced in quantity and future prospects are bright for lead, zinc, tin, bismuth, cobalt, tantalum, columbium, lithium and beryllium.



Far-flung northern mining camps are dependent on boat, barge and plane for all supplies, equipment and contact with the outside world.



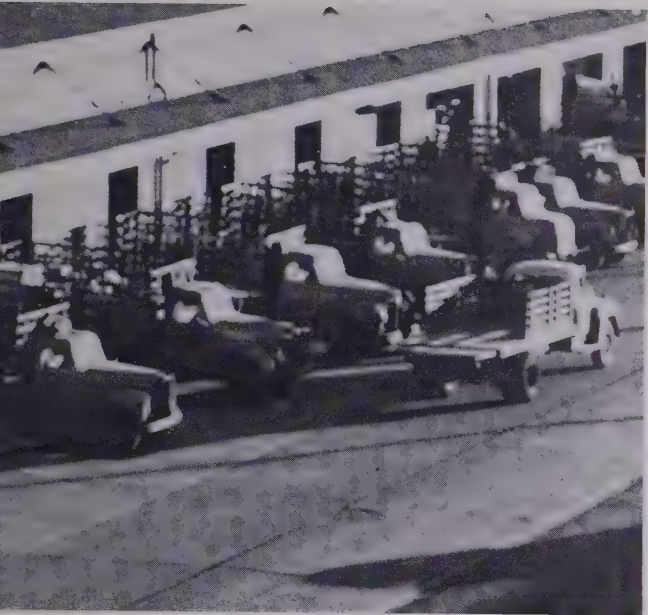
Transportation ...

Modern diesel-powered trains, buses and trucks carry a constant flow of goods and passenger traffic over an efficient network of railways and highways connecting all cities, towns and the most remote communities of the province.



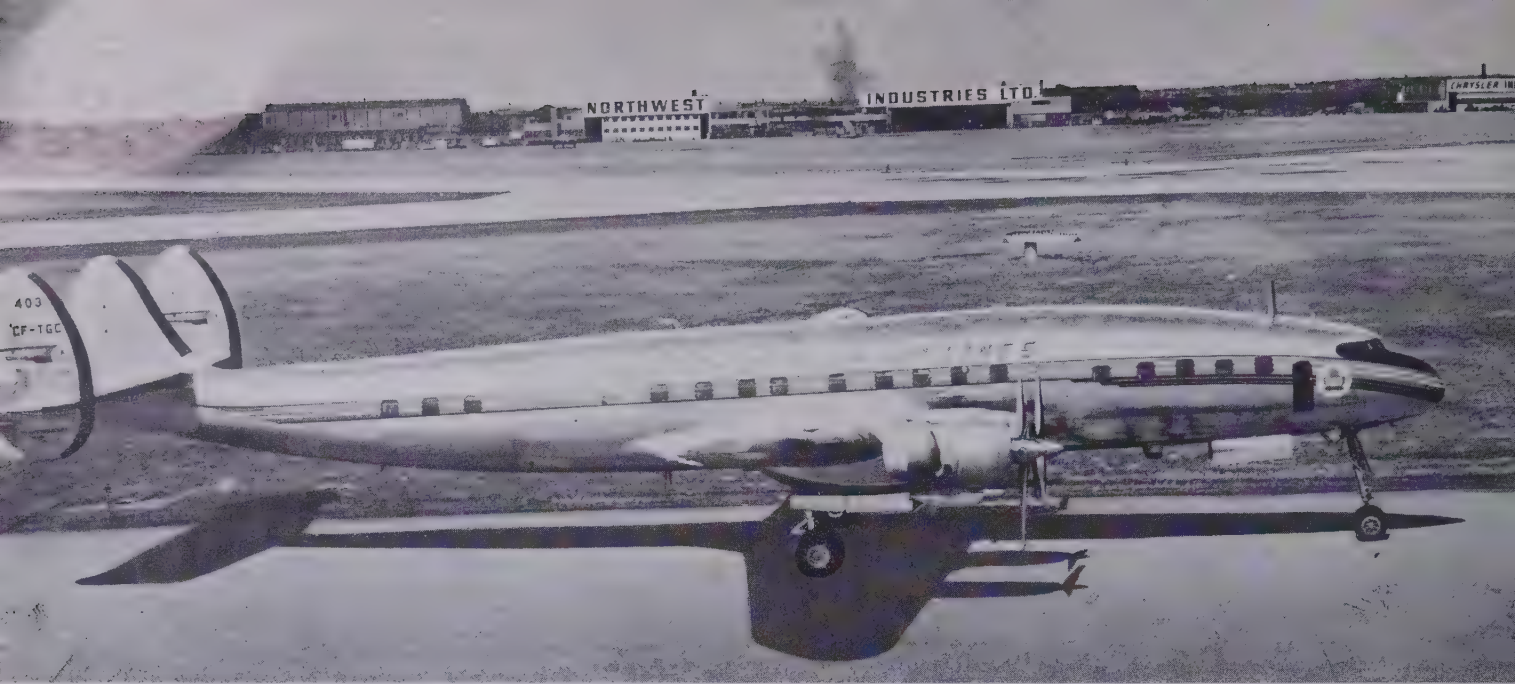
Fast express trains operate on the main line between Edmonton and Calgary.





Each day Alberta's major distributing points receive great cargoes of freight from all over the continent and send out huge shipments of goods and produce for world distribution.





Four major international airlines operate in Alberta, with regular flights to all parts of the continent. Transport to far northern points in Alberta, the Northwest Territories and the Yukon is principally by plane, and the continual expansion of this air traffic from Edmonton is contributing largely to the development of Canada's far north.





The husky dog is still an important means of winter transportation in Canada's far northern reaches.



In addition to air transport, railways and highways service points in the north, where boat and barge take over to move cargoes down the great rivers to the Canadian Arctic.

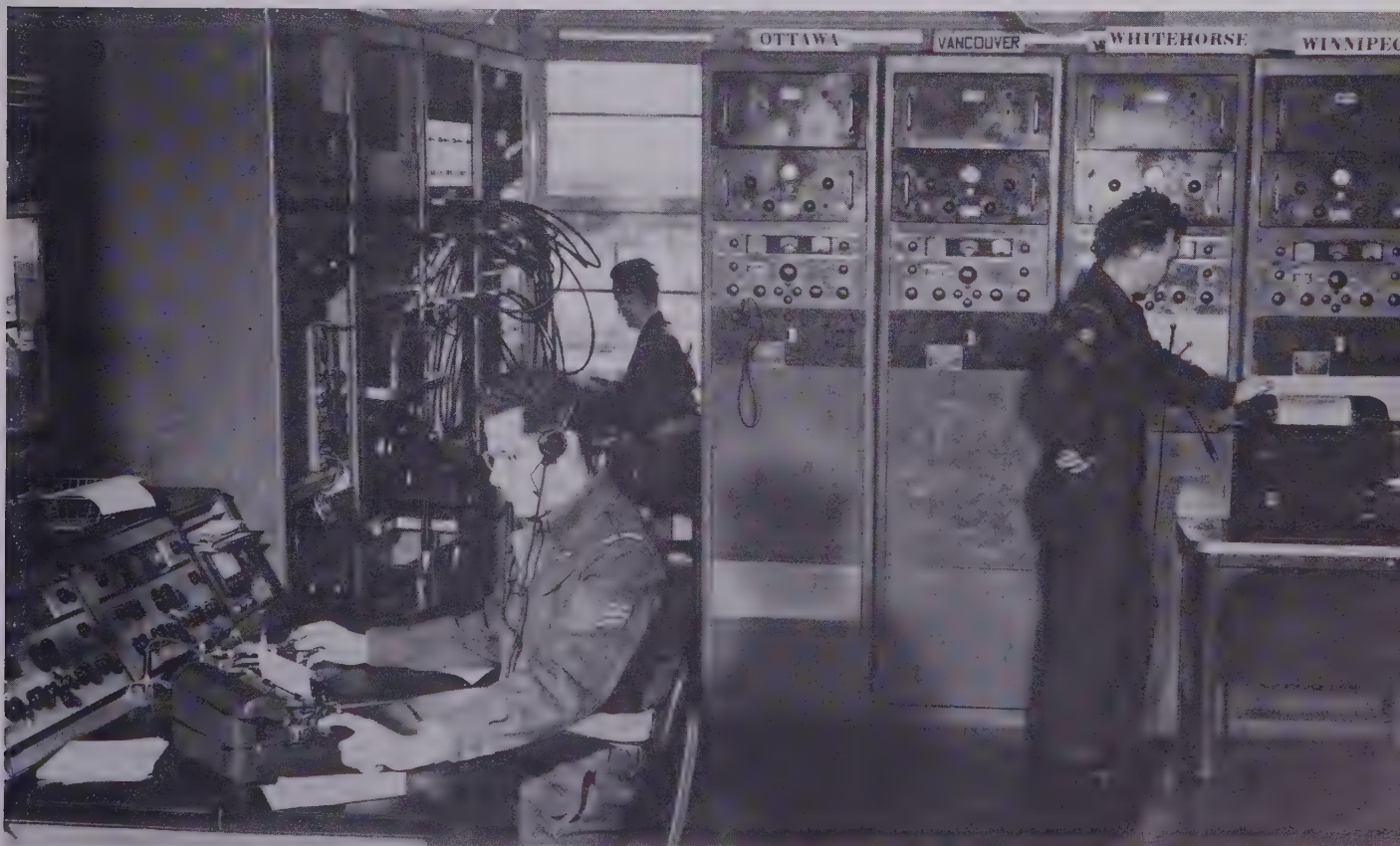
Alberta is the natural approach to the Alaska Highway, on which this great bridge crosses the mighty Peace River.

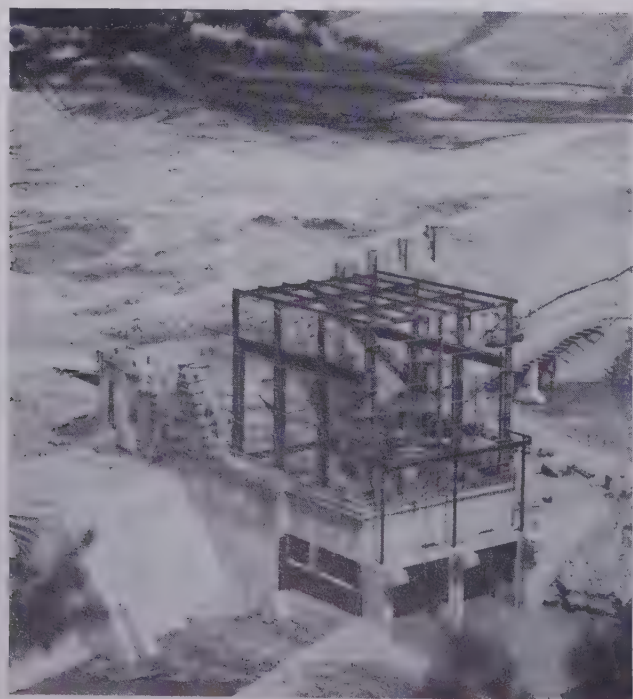


Communications ...



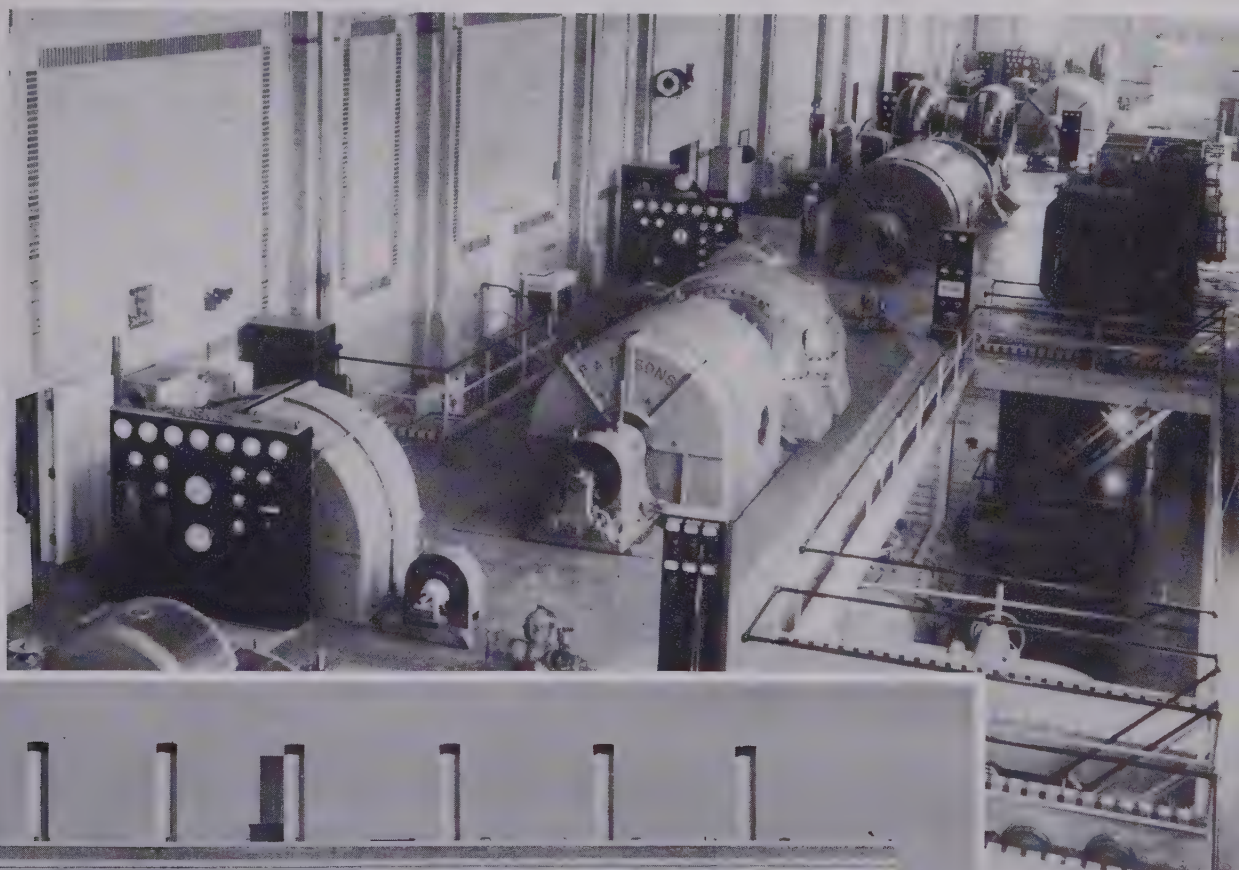
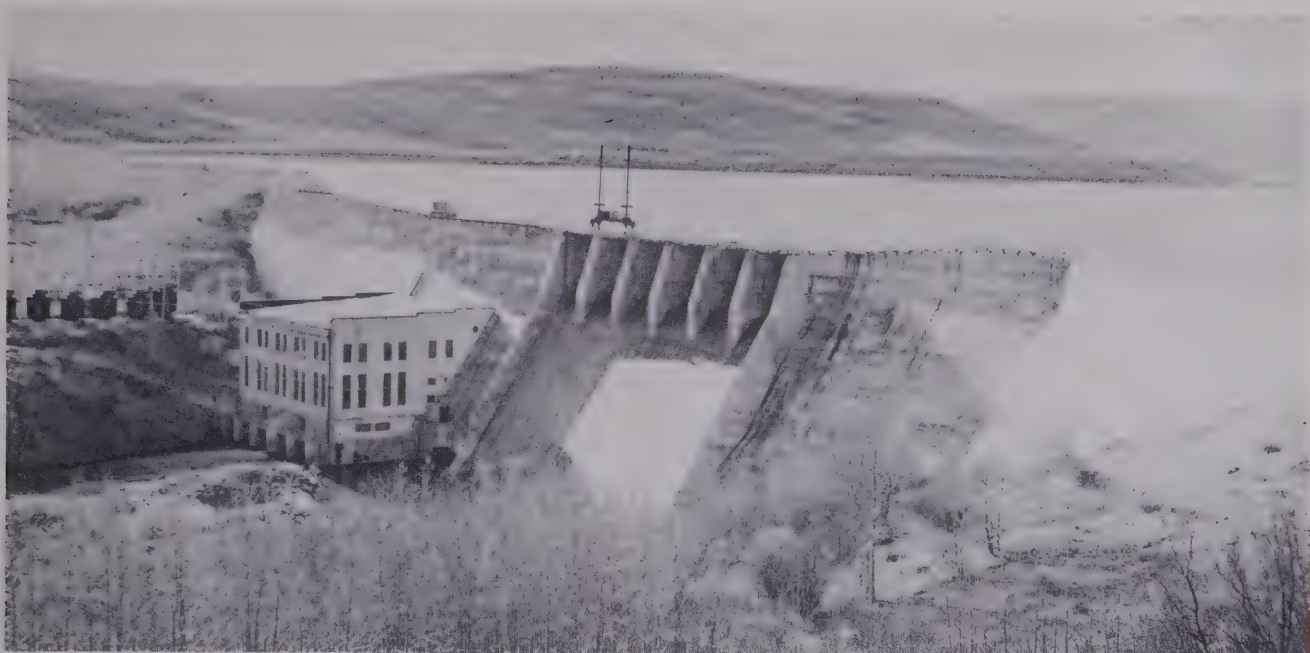
A vast telephone, telegraph, radio and radar communications system links all points in Alberta and the far north, and maintains constant communication with all parts of the world.



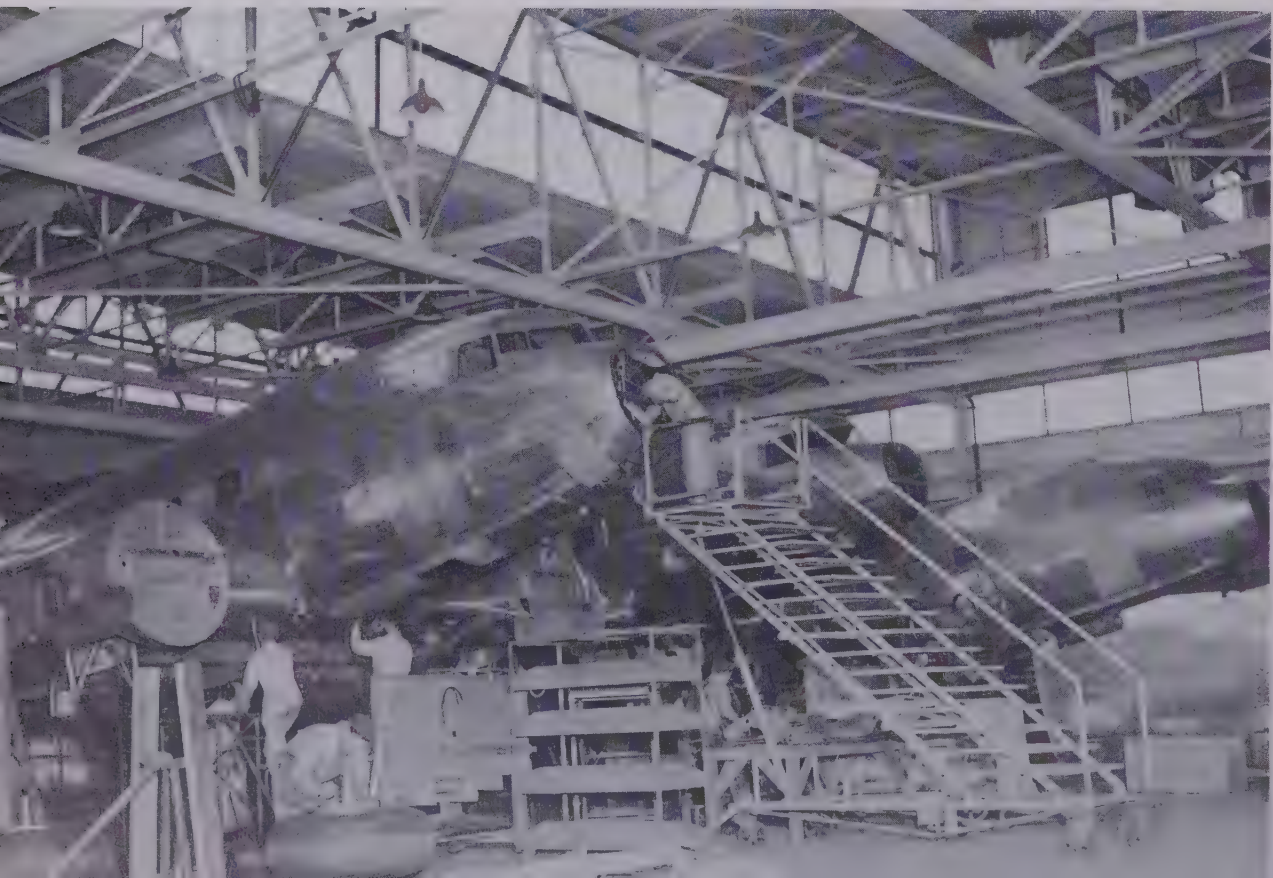


Power ...

Extensive hydro development in Alberta, in addition to abundant reserves of natural gas, coal and fuel oil for power generation, assures plentiful low-cost power for industry in the province.

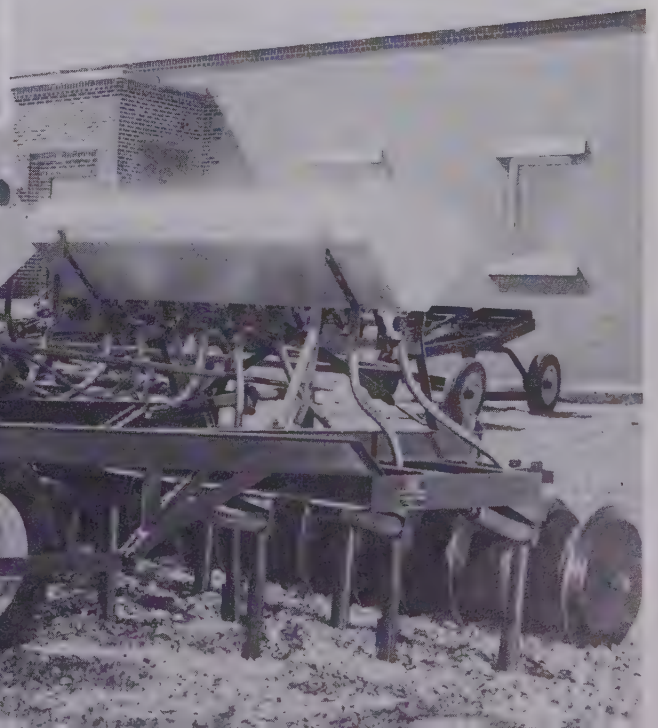


Manufacturing ...



heavy industry . . .

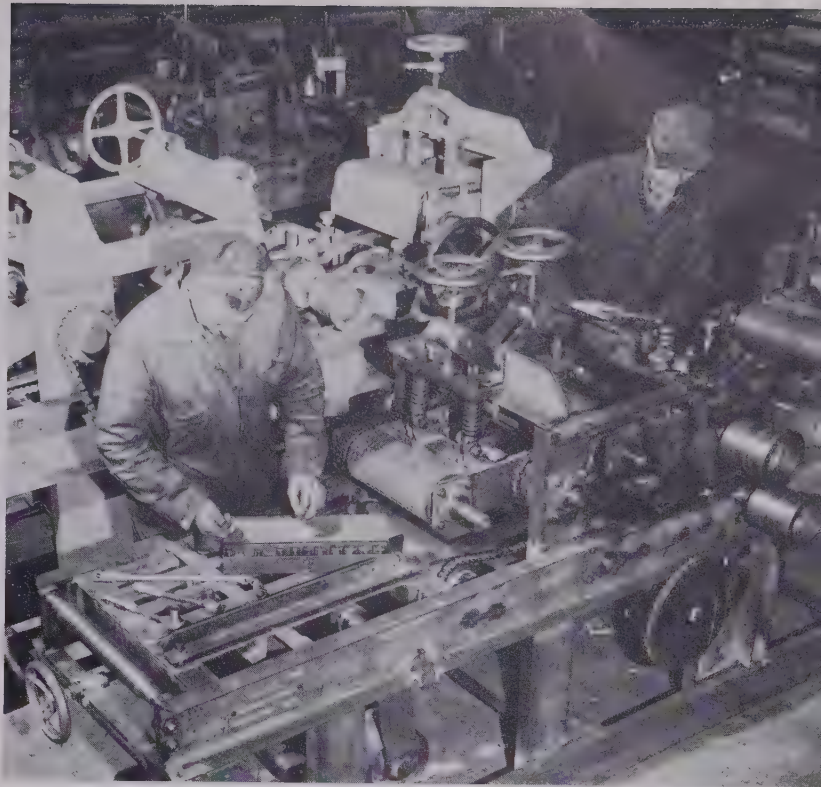
The manufacturing industry in Alberta covers many fields from steel rolling mills to silversmiths. Heavy industrial and farm equipment, aircraft and locomotives, and machine parts of many kinds are made in Alberta.





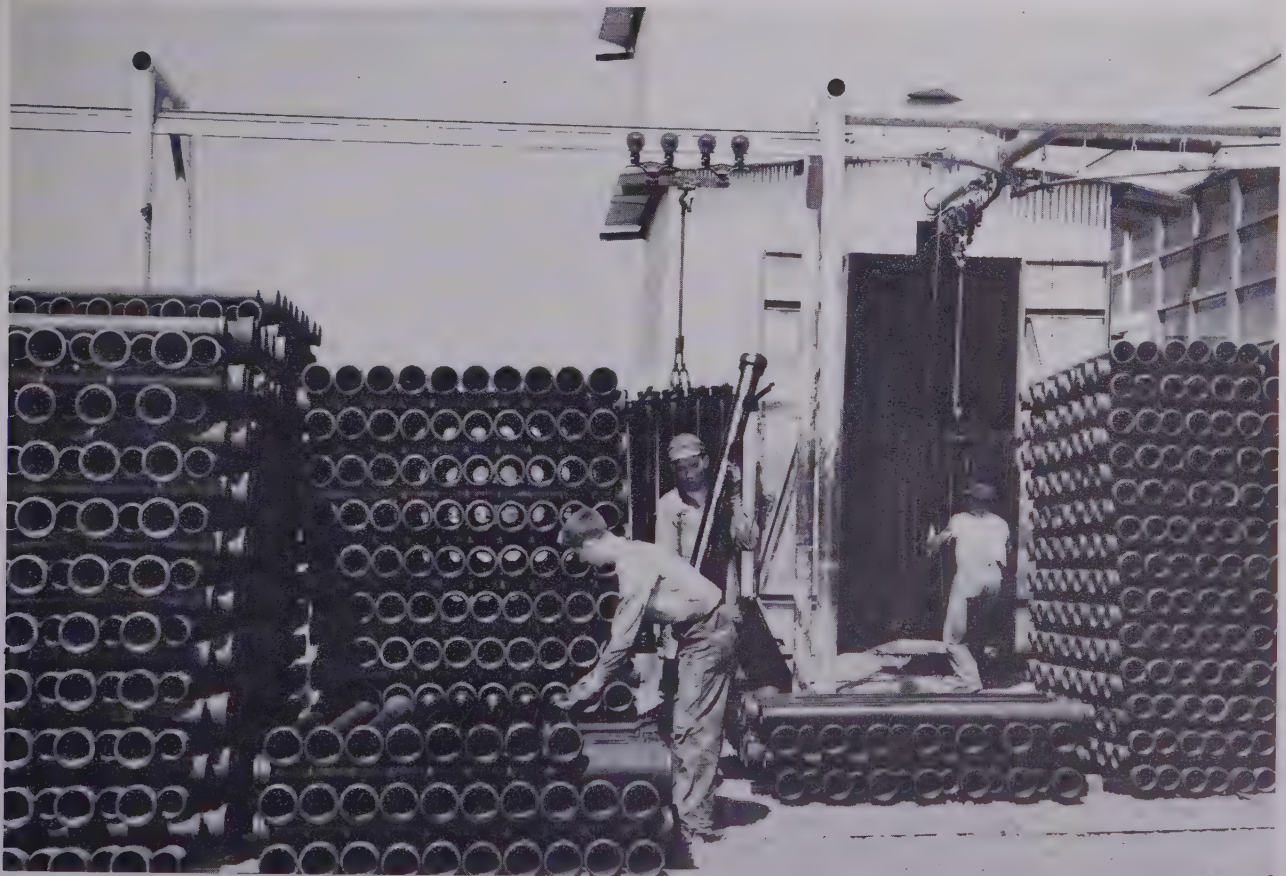
Mass-produced merchandise and items made to the customer's order are fabricated in Alberta plants.





Large planing mills are manufactured in Alberta shops.

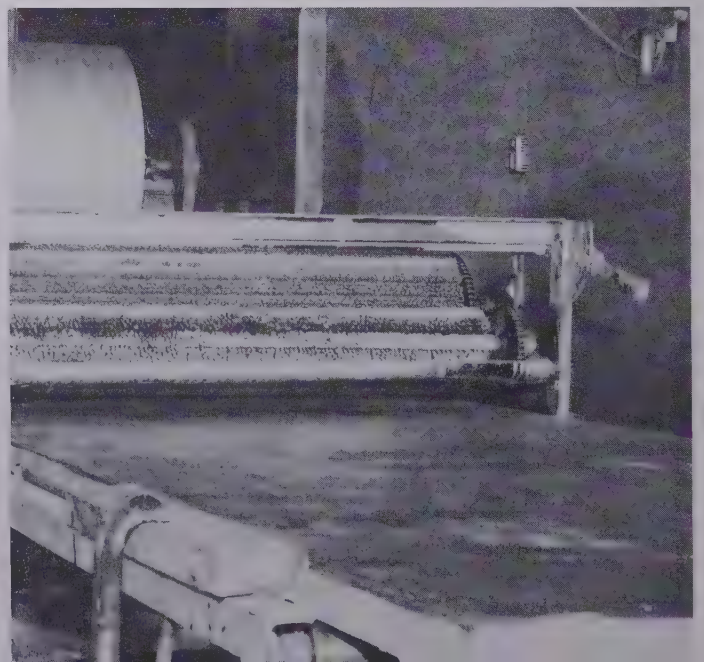
Soil pipe is stacked, ready for shipment.





building products

Concrete blocks, roofing materials, nails, paints, sheathings, plastic pipe and a new construction board made of compressed straw are all manufactured for the building trade in Alberta.





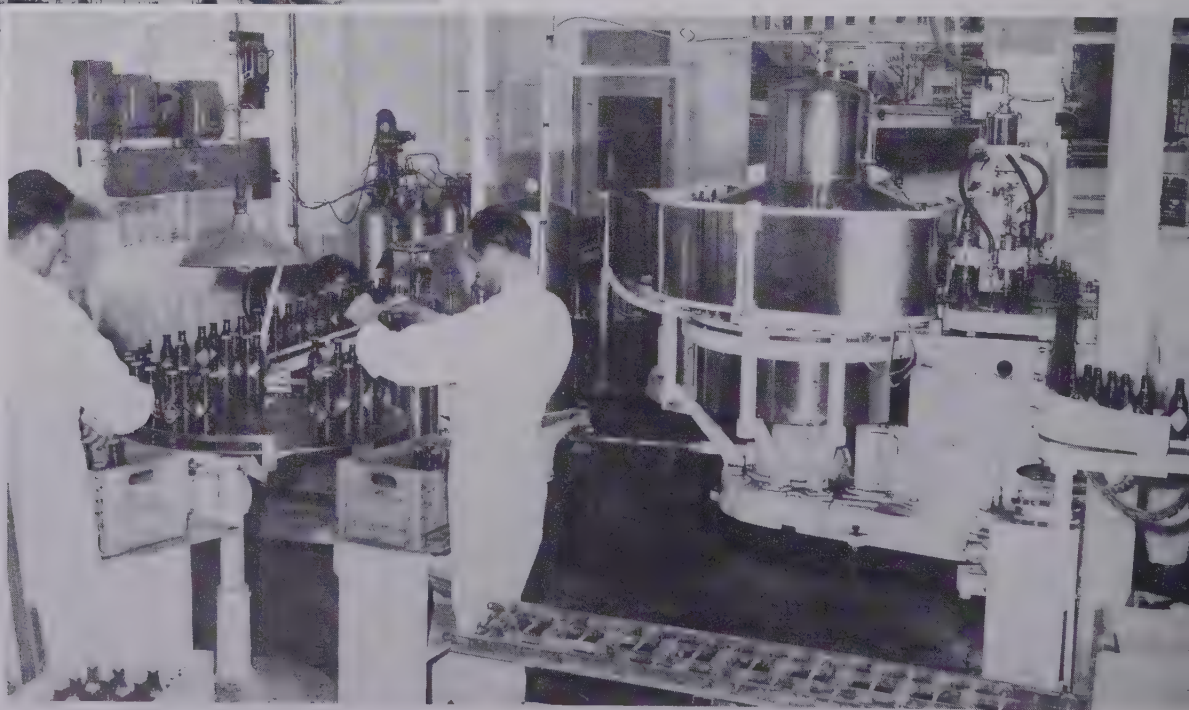
**wearing apparel
to bedding**





food products

Many food products, and containers to package them, are major items in the Alberta manufacturing industry.

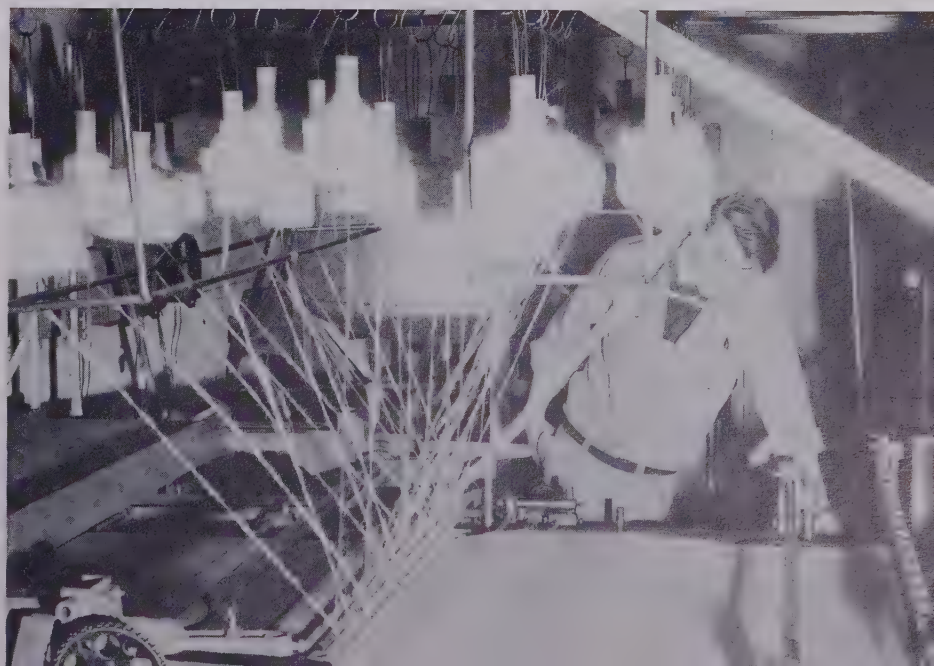




ceramics and glass products

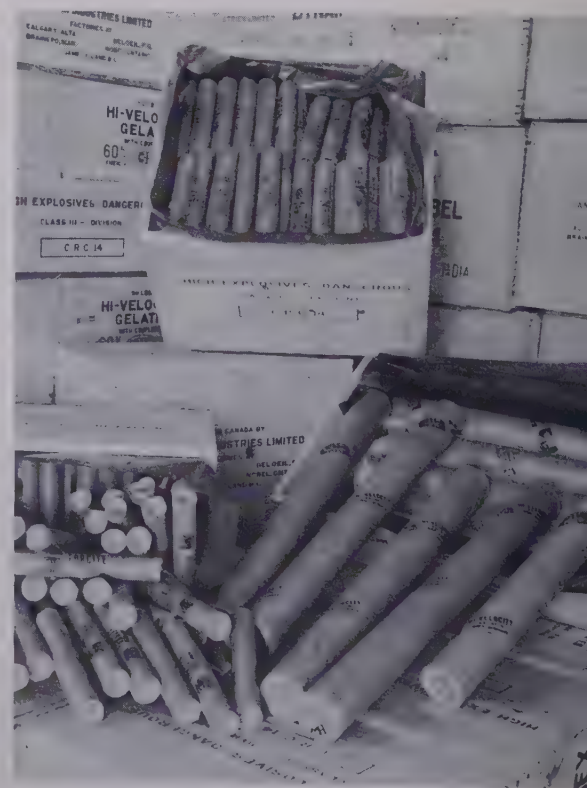


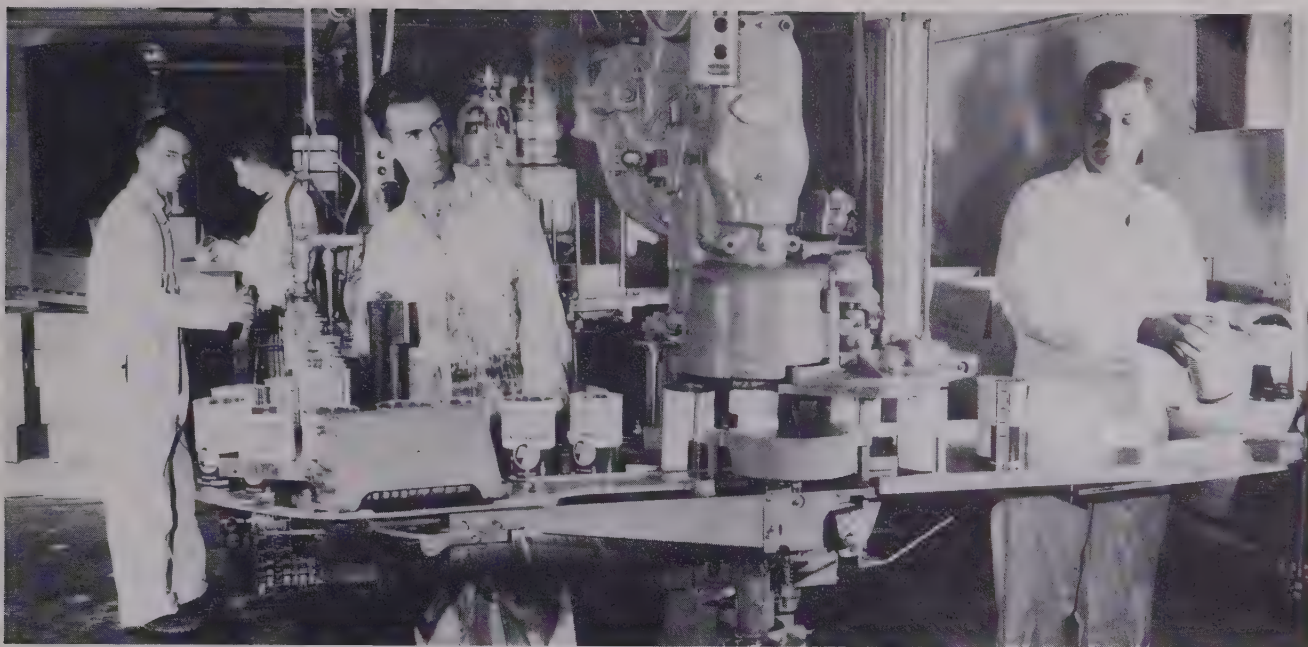
Decorative pottery and glassware, smartly styled glass buttons and fibreglass products are made in a number of Alberta ceramics and glass plants.





The manufacture of polythene pipe and polythene hose utilizes polythene produced in Alberta.





chemicals and chemical products

Oxygen, chlorine, explosives, anti-freeze and pentaerythritol—the range of commercial chemicals and chemical products made in Alberta increases daily.

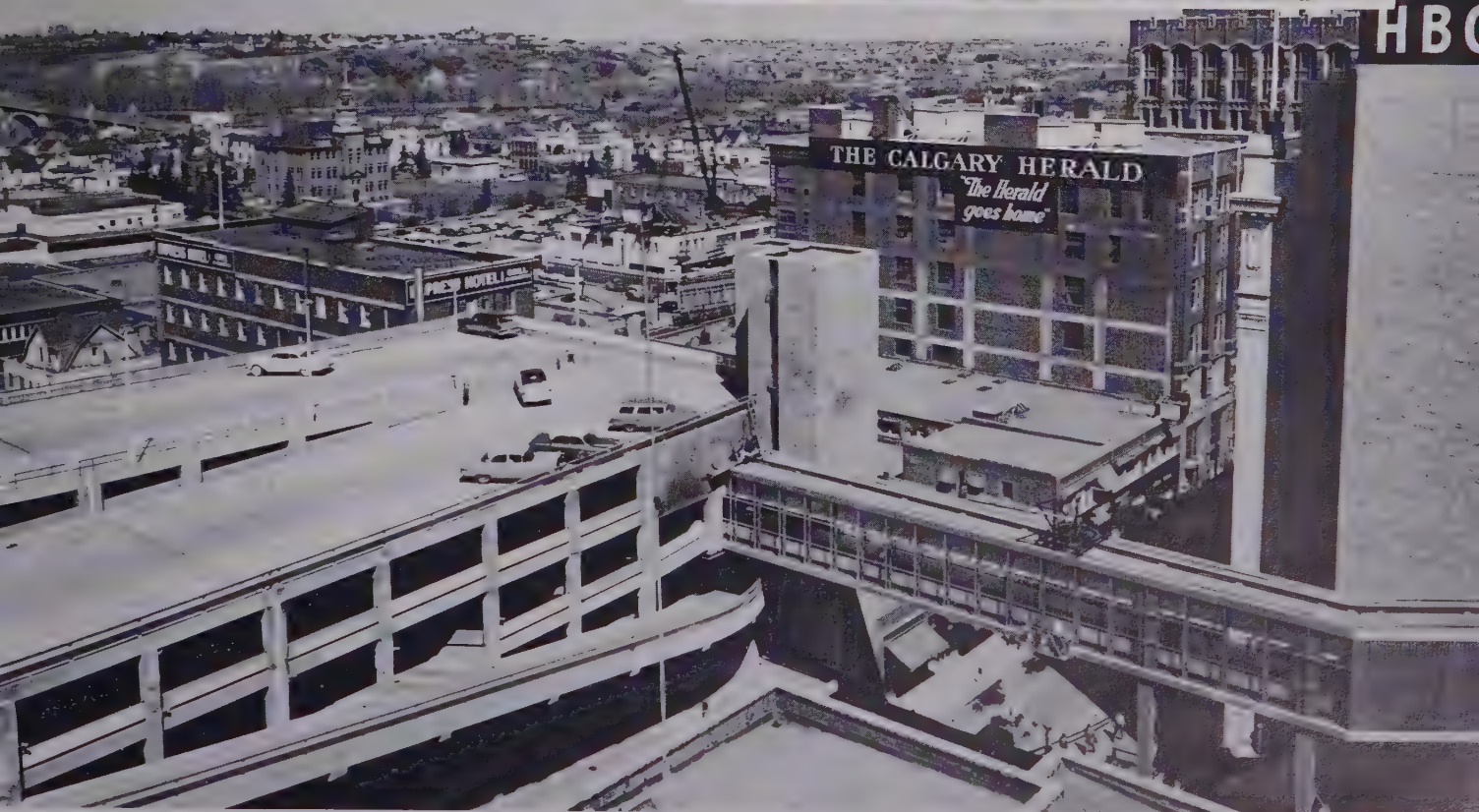




Free enterprise and fair business practices

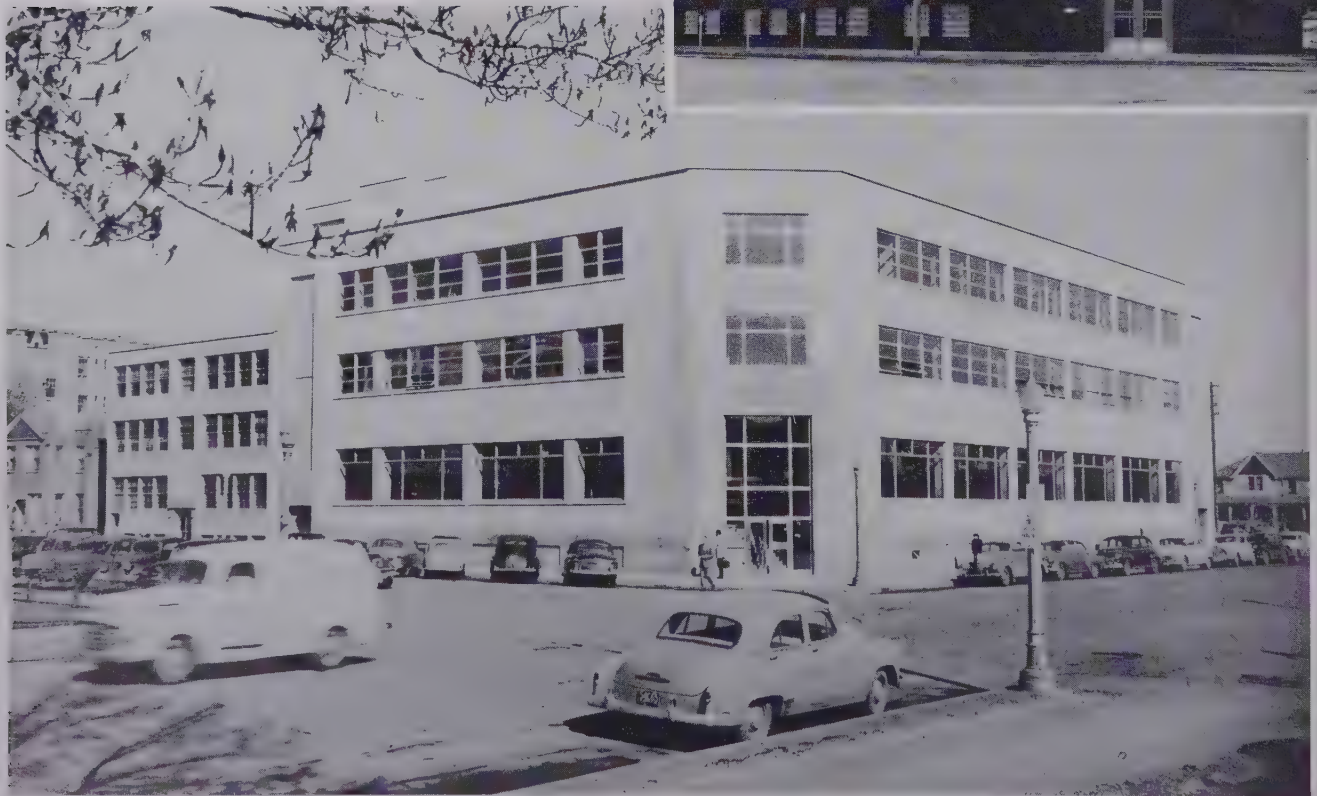
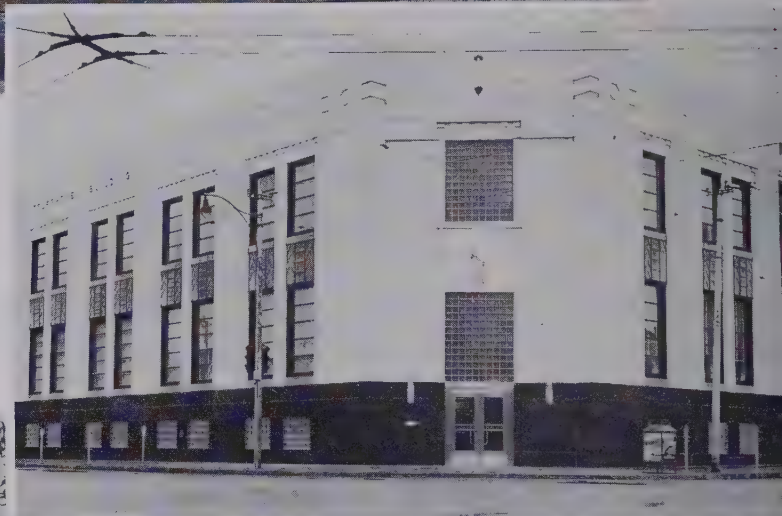
Alberta businesses are conducted on a free enterprise system, without cumbersome or unnecessary restrictions. A code of high business ethics prevails and effective legislation ensures fair business and employment practices.







Business districts of Alberta cities and towns are distinctively new and modern in appearance.





Edmonton

THIS IS ALBERTA ...

Through the medium of photographs we have endeavored to picture the Province of Alberta -- its cities, towns and countrysides; its many diverse industries and the people who man them; the Alberta way of life in all its aspects. We hope that you have found this book both interesting and informative.

If you are planning a vacation or business trip to Alberta, and would like further information about the province, address your inquiries to the Alberta Travel Bureau or to the Industrial Development Branch.

A. Russell Patrick
Minister of Economic Affairs.

"THIS IS ALBERTA"

is published by

THE DEPARTMENT OF ECONOMIC AFFAIRS
of the Government of the Province of Alberta

THE HONOURABLE A. RUSSELL PATRICK
Minister

RALPH R. MOORE
Deputy Minister

The Department of Economic Affairs, Government of the Province of Alberta,
sincerely thanks the many Alberta industries,
financial houses, transportation companies and other branches of the
government whose interest and co-operation
have been of great assistance in the preparation of this publication.

For Travel Information, write to:

DIRECTOR, ALBERTA TRAVEL BUREAU
Government of the Province of Alberta
Legislative Building, Edmonton, Alberta

For Information on Industrial Opportunities, write to:

DIRECTOR INDUSTRIAL DEVELOPMENT BRANCH
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LLOYDMINISTER

PRINCE ALBERT

JASPER
NAT'L PARK

JASPER

LEDUC OILFIELD

WETASKIWIN

CAMROSE

RED DEER

BAD LANDS

FROM REGINA

FROM WINNIPEG

Alberta's Highways

PAVEMENT —————
CRUSHED ROCK
OR GRAVEL - - - - -

KINGSGATE

WATERTON
NAT'L PARK

CHIEF MOUNTAIN

FORT MACLEOD

LETHBRIDGE

MEDICINE
HAT

CARWAY

COUTTS

WILD HORSE

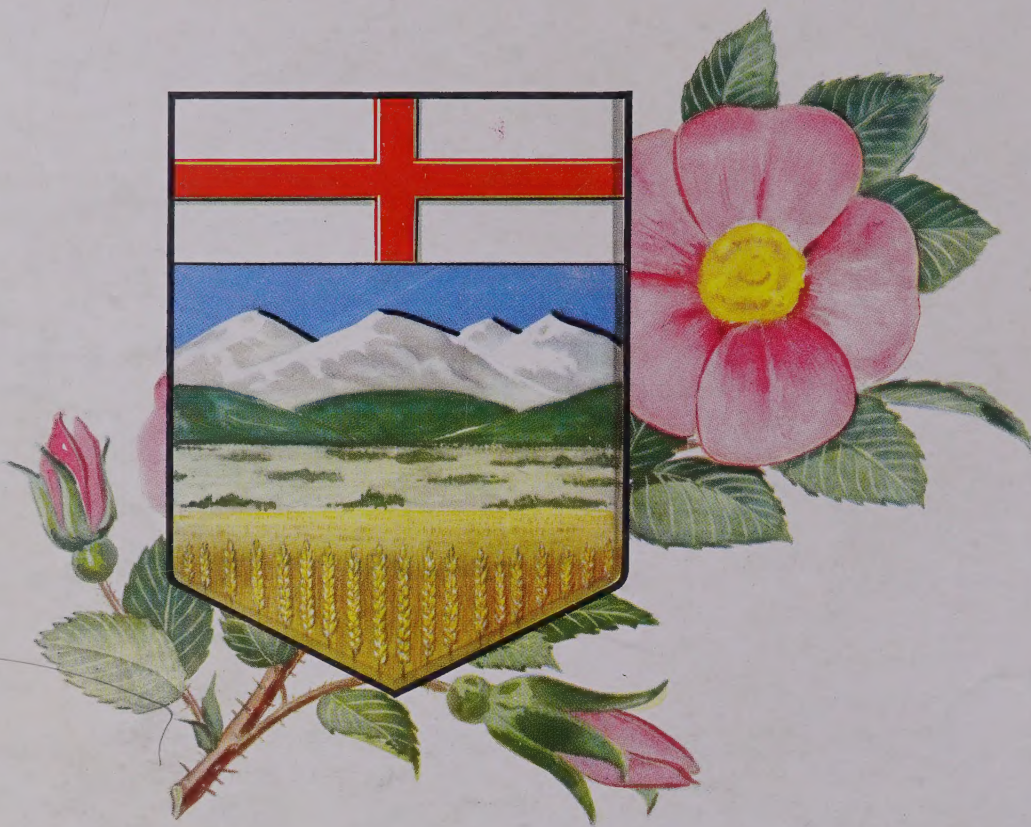
95

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48



*E*mbodied in the design of the official arms or crest of the Province of Alberta are symbols typical of the province — azure skies, snow mountains, green hills, prairie and wheat fields. The floral emblem of the province is the *Rosa acicularis*, popularly known as the “wild rose”, familiar sight bordering Alberta fields and roadsides.



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